

# District Administration

72,129 Subscribers \$135/M

Published monthly, *District Administration* magazine reaches the senior leadership in every school district in the U.S. The editorial mission of *District Administration* is to provide these education leaders with the resources they need to make the best purchasing and management decisions possible on behalf of the students, teachers and communities they serve.

Our readers represent the top tier of school district senior management. They have the power to purchase and the influence to "direct" purchases. Virtually all school purchasing decisions are initiated and/or approved by our readers. In fact, superintendents and their district-level directors in technology, curriculum, funding, library/media and business management, are the primary recipients of *District Administration*. This finely targeted circulation enables us to tightly focus our editorial coverage, so that from news briefs and product announcements to feature articles and special sections, every aspect of our coverage is directed to the needs of district-level decision makers. From technology, curriculum, school security and facilities management to financial services, presentation systems and administrative services, our motto is: If it matters to district management, it matters to us.

Address Type: 100% Business

#### Demographic Information:

- Male 49%
- Female 48%

Also see the next page for specific selects available from this subscriber file.

MGI believes the data contained within this list to be correct, but cannot guarantee the outcome of any mailing. In no event will MGI's liability exceed the cost of the list. DA reserves the right to refuse orders deemed by DA to be contrary to the best interests of the membership.



#### Selections Available:

State, SCF	\$10/M
Key Code	\$5/M
Gender	\$15/M
Job Function	\$20/M
Directors	\$20/M
Nth Select	N/C

#### Delivery Format:

Pressure Sensitive Labels	\$35/M
By E-mail with NCOA	\$85

Last Update: 02/10

#### TERMS AND CONDITIONS:

- Minimum order: 5,000 names
- List rental for one-time use only
- Sample mailing piece required
- 48 hours turn around time once sample is approved by list owner
- Standard 20% commission to recognized brokers
- First time customers must prepay
- For rush orders less than 5 days, add \$50
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment is required for orders cancelled after mail date

#### DELIVERABILITY GUARANTEE:

The list owner guarantees 100% address deliverability on this list. A refund of 35¢ per piece of undeliverable mail will be issued by MGI to the mailer upon the list owner's confirmation of the undeliverable addresses. MGI must receive the undeliverable addresses from the use of this list within 90 days of invoice date for the mailer to qualify for this refund.

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## SPECIALIZED LISTINGS – DA Subscribers

<u>Job Function</u>	<u>raw counts</u>
Assistant Superintendent (015) .....	4,446
Business/Finance/Purchasing/MIS Director (512).....	1,993
Business/Finance Purchasing Director (002) .....	5,300
Curriculum Dir/Adm Sub Area (503).....	4,858
Educ Technology Dir/Admin (502) .....	4,326
Fed Funds Admin/Title 2C (504) .....	736
Federal Program Director (011) .....	1,583
Library/Media Center Director (505).....	2,417
Management Info Systems Director (076).....	697
Media Services/AV/Library (016).....	2,247
School Board President (067, 508).....	3,495
Super/Asst Super/ES Agency (501) .....	9,472
Superintendent (001).....	9,590
Technology/Computer Coordinator (073).....	7,987
Title I Director (012).....	993
Title VI Director (013) .....	245
Other (999).....	3,777

## DIRECTORS, including Mathematics, Reading, Science, English and Social Studies

K-12 Curric/Instruct Directors (008) .....	3,429
Elem Curric/Instruct Directors (009).....	1,593
SEC Curric/Instruct Directors (010).....	939
K-12 Social Studies Directors (039) .....	272
Elem Social Studies Directors (040) .....	28
SEC Social Studies Directors (041) .....	41
K-12 Science Directors (042) .....	321
Elem Science Directors (043) .....	31
SEC Science Directors (044) .....	44
K-12 Math Directors (045) .....	417
Elem Math Directors (046) .....	79
SEC Math Directors (047) .....	80
K-12 English/Lang Arts Dir (048) .....	394
Elem English/Lang Arts Dir (049).....	71
SEC English/Lang Arts Dir (050).....	85
K-12 Reading Director (051) .....	489
Elem Reading Director (052).....	136
SEC Reading Director (053) .....	31