

# District Administration

71,905 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.

DA 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: 99% Business

#### Demographic Information:

- Male 47%
- Female 51%

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.

  
THE ASSOCIATION LIST COMPANY  
A Division of Marketing General Inc.  
209 Madison Street, Suite 300, Alexandria, VA 22314



#### Selections Available:

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

#### Delivery Format:

By Email	\$80 Flat
NCOA, if requested	\$45 Flat
Pressure-Sensitive Labels	\$35/M

Last Update: 07/10

#### 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.

1-800-899-4420 ext 325

Fax: 703-549-0697

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**SPECIALIZED LISTINGS within the DA Subscriber Database**  
 Raw counts are shown, before intrafile dupes are removed.

<u>Job Function</u>	<u>raw counts</u>
Assistant Superintendent (015)	3,784
Business/Finance/Purchasing/MIS Director (512)	1,909
Business/Finance Purchasing Director (002)	4,195
Curriculum Dir/Adm Sub Area (503)	4,706
Educ Technology Dir/Admin (502)	4,232
Fed Funds Admin/Title 2C (504)	709
Federal Program Director (011)	2,840
Library/Media Center Director (505)	2,381
Management Info Systems Director (076)	612
Media Services/AV/Library (016)	3,983
School Board President (067, 508)	2,670
Super/Asst Super/ES Agency (501)	9,235
Superintendent (001)	7,406
Technology/Computer Coordinator (073)	7,188
Title I Director (012)	2,255
Title VI Director (013)	440
Other (999)	3,668

<u>DIRECTORS, including Mathematics, Reading, Science, English and Social Studies</u>	
	<u>raw counts</u>
K-12 Curric/Instruct Directors (008)	3,938
Elem Curric/Instruct Directors (009)	1,944
SEC Curric/Instruct Directors (010)	1,208
K-12 Social Studies Directors (039)	310
Elem Social Studies Directors (040)	33
SEC Social Studies Directors (041)	56
K-12 Science Directors (042)	368
Elem Science Directors (043)	40
SEC Science Directors (044)	60
K-12 Math Directors (045)	512
Elem Math Directors (046)	112
SEC Math Directors (047)	115
K-12 English/Lang Arts Dir (048)	449
Elem English/Lang Arts Dir (049)	80
SEC English/Lang Arts Dir (050)	93
K-12 Reading Director (051)	631
Elem Reading Director (052)	155
SEC Reading Director (053)	40