

International Reading Association



276,980 Total Masterfile Available \$135/M

54,692	Total Members, by name	+\$15/M
111,112	The Reading Teacher Subscribers	+\$15/M
180,793	Reading Today Subscribers	+\$15/M
38,588	Journal of Adolescent & Adult Literacy	+\$15/M
32,861	Reading Research Quarterly	+\$15/M
9,659	Book Club Members	+\$25/M

The IRA Masterfile was completely revised, expanded and updated in Autumn 2009. See the next page for details, and **feel free to email or phone to discuss new selects and counts now available**. The Masterfile now includes active members, lapsed members, and non-members who purchase teaching materials or attend IRA events.

The International Reading Association is a professional organization that provides educators worldwide with professional development resources to improve the quality of reading education. Members include classroom teachers, reading specialists, consultants, administrators, supervisors, university faculty, researchers, librarians, media specialists, college students, parents, schools, institutions, and libraries.

Through members, local councils, affiliates, and reading partners, the Association represents more than 350,000 individuals and institutions in 100 countries. The organization's resources and programs include the field's leading peer-reviewed professional journals, books, conferences, reading research, advocacy, and international development.

Nearly 80% of the Association's 85,000 members are directly involved in purchasing decisions. As literacy continues to gain momentum around the world as a key educational issue, the influence of IRA members grows as well. **MGILists can give you direct access to literacy's greatest advocates and experts across the globe.** Let's talk today!

Average Unit of Sale: \$208 (Individual dues with Book Club option)

Address Type: Selectable at home or school address

Source: 100% Direct Mail Generated

Demographic Information:

- Male 9%
- Female 83%
- Average Age 50
- Avg Household Income \$98,000

IRA rents postal mailing lists only to groups approved by the Association and reserves the right to deny usage.

MGI believes the data contained within this list to be correct, but cannot guarantee accuracy or outcome of any mailing. In no event will MGI's liability exceed the cost of the list.

Selections Available:

Level of Professional Interest	\$20/M
Area of Professional Interest	\$20/M
Assignment	\$20/M
Occupation	\$20/M
Gender	\$15/M
State, SCF	\$10/M
Key Code	\$5/M

Delivery Format:

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

File Update:

Last update:	Quarterly 10/10
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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 required for orders cancelled after mail date

DELIVERABILITY GUARANTEE:

The list owner guarantees 100% address deliverability on the list. A refund of 35 cents 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.



THE ASSOCIATION LIST COMPANY

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

1-800-899-4420 ext 383

Fax: 703-549-0697

Attn: **Candy Brecht**

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www.MGILists.com

International Reading Association Masterfile SPECIALIZED LISTS OF MEMBERS - IRA

Raw counts shown before intrafile dupes are removed.

<u>Occupation</u>	<u>Mbrs only</u>	<u>Masterfile</u>
Classroom teacher (TEACH)	6,102	22,658
Reading teacher (RTEACH)	5,671	14,699
Administrator (UADMIN)	206	479
College faculty (UFACUL)	2,048	4,159
Supervisor (RSUPER)	781	2,189
Consultant (CONS)	360	843
Librarian (SLIB, ULIB)	509	1,572
Student (UGSTD, GSTD)	558	3,498
School/District Administrator (SADMIN)	1,864	6,138
Special Education Teacher (STEACH)	753	2,716
Title 1 Teacher (TTEACH)	665	2,102

<u>Assignment</u>	<u>Mbrs only</u>	<u>Masterfile</u>
Jr/community college (COMCOL)	247	616
Adult Ed (ADULT)	181	532
All School {Age 5-18} (SCHOOL)	1,636	4,439
All Elementary {Age 5-11} (ELEM)	7,793	23,849
Preschool (Less than 5 yr) (PRE)	411	1,436
Primary {Age 5-7} (PRIM)	3,258	11,103
Intermediate {Age 8-11} (INTER)	2,030	6,594
Middle {Age 12-15} (MIDDLE)	1,906	6,175
Secondary {Age 15-18} (SECOND)	1,242	3,642
Undergraduate College/University (UGRAD)	1,016	2,206
Graduate College/University (GRAD)	1,056	2,186

<u>Levels of Professional Interest</u>	<u>Mbrs only</u>	<u>Masterfile</u>
Early literacy, preschool (EARLY)	1,699	5,588
Elementary reading (ELEM)	15,278	47,427
Secondary reading (SECOND)	3,523	10,587
Adult literacy (ADULT)	309	916
College/university reading (COLLEG)	566	1,344

<u>Areas of Professional Interest</u>	<u>Mbrs only</u>	<u>Masterfile</u>
Admin. Supervision (ADMIN)	3,238	10,218
Assessment (ASSESS)	4,136	11,559
Comprehension (COMP)	6,555	19,064
Literature (LIT)	2,376	7,569
Teacher Education (TCHEd)	2,396	6,168
Writing (WRITE)	1,884	5,601
Social/cultural factors (SOCCUL)	570	1,883
Adult Literacy (ADULT)	640	1,840
Adolescent Literacy (ADOLEs)	3,541	10,183
Beginning Reading/Writing (BEGIN)	7,934	22,414
Classroom Strategies (STRAT)	7,611	25,050
Content Area Literacy (CONTNT)	2,662	7,435
Family Literacy (FAMILY)	1,130	3,276
Home, School, Comm. Partnerships (PARTNR)	981	3,175
Instructional Materials (INMAT)	1,815	5,967
Instructional Technology (INTECH)	798	2,293
Language/Word Study (LANG)	1,813	5,253
Motivation (MOTIV)	2,351	7,053
Multi Language Literacy (MULTI)	690	2,108
Struggling Learners (STRGGL)	7,557	21,924
Critical Literacy (CRIT)	693	1,868
New Literacies (Elc/Med/Vi) (NEWLIT)	1,024	2,416
Literacy Policy (POLICY)	342	917
Research (Qual & Quant) (RESRCH)	1,446	4,065