

International Society for Technology in Education (ISTE)



60,406	US Members and Customers	\$135/M
4,355	Non-US Members	\$150/M

A membership organization, ISTE provides leadership and service to improve teaching and learning by advancing the effective use of technology in education. ISTE members include teachers, technology coordinators, library media specialists, administrators, and teacher educators, as well as representatives from key corporate, governmental, and policy organizations.

Home of the National Educational Computing Conference (NECC) and the National Educational Technology Standards (NETS), ISTE's mission-driven programs include membership, special interest groups, advocacy, periodicals, publications, research, workshops, institutes, and more.

Source:	100% Direct Mail Generated	
Address Type:	72% Business	28% Home
Demographic Information: (not selectable)		
• Male	25%	
• Female	53%	
• Avg Age	50	
• Avg Individual Income	\$90,000/year	

If this list interests you, we also manage:
American Association of School Administrators
Bureau of Education & Research
International Reading Association
National Staff Development Council (now Learning Forward)

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.

Selections Available

Occupation	\$15/M
Interest	\$15/M
Institution	\$15/M
State, SCF	\$10/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

File Update:	Quarterly
Last Update:	6/10

TERMS AND CONDITIONS:

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ISTE Masterfile, continued

Specialized selections available

Raw counts shown before intrafile duplicates are removed.

Selection Category raw counts US Non-US

Occupation

Administrator	ADMN	3,327	158
Educator	EDUC	3,156	237
Teacher	TEAC	4,457	165
Librarian	LIBR	831	33
Technology Consultant	TCNS	13	24
Technology Coordinator	TCRD	32	49
Computer Lab	CLAB, CLTC	991	36

Interest

Curriculum Development	CDEV	796	45
Computer Science	COMS	3,541	233
Info & Comm Technologies	ICOT	4,276	400
Multi Disciplinary	MLTI	649	49
Telecommunications	TELE	637	47
Technology Planning	TPLN	534	38
Visual Arts	VISA	750	44
Vocational/Technology Edu	VOTE	1,687	73

Institution

Elementary School	ELEM	4,790	171
Higher Education	HIED, SECO	3,675	194
High School	HIGH	603	44
Jr High / Middle School	JRHI, MIDD	2,848	108
K-12	K-12, PK12	6,270	349
Library	LIBR	281	42
Public School District	PBSD	117	11