

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: 71% Business 29% 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

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:

Pressure-Sensitive Labels	\$35/M
By Email with NCOA	\$75

File Update: Quarterly
Last Update: 6/09

TERMS AND CONDITIONS:

- Minimum Order: 5,000
- List rental for one-time use only
- Sample mailing piece required
- 48 hour turn around time once sample is approved by list owner.
- Standard 20% commission to recognized brokers
- First time customers must prepay
- Consumer offers reviewed individually
- 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 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
209 Madison Street, Ste 300, Alexandria, VA 22314

1-800-899-4420 ext 390

Fax: 703-549-0697

Attn: **Santo Scrimenti**

email: sscrimenti@MGILists.com

www.MGILists.com

ISTE Masterfile, continued
Specialized selections available

Raw counts shown before duplicates are removed.

<u>Selection Category</u>		<u>raw counts US</u>	<u>Non-US</u>
---------------------------	--	----------------------	---------------

Occupation

Administrator	ADMN	3,327	158
Educator	EDUC	3,143	236
Librarian	LIBR	829	33
Technology Consultant	TCNS	13	24
Technology Coordinator	TCRD	32	49

Interest

Curriculum Development	CDEV	796	45
Computer Science	COMS	3,541	233
Multi Disciplinary	MLTI	649	49
Telecommunications	TELE	637	47
Technology Planning	TPLN	534	38

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



The Association List Company
 209 Madison Street, Ste 300, Alexandria, VA 22314

1-800-899-4420 ext 390

Fax: 703-549-0697

Attn: **Santo Scrimenti**

email: sscrimenti@MGLLists.com

www.MGLLists.com