



International Society for Technology in Education (ISTE)

64,359	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

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	\$85

File Update:	Quarterly
Last Update:	1/10

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

1-800-899-4420 ext 325

Fax: 703-549-0697

Attn: [Elena Hawkins](mailto:ehawkins@MGILists.com)

email: ehawkins@MGILists.com

www.MGILists.com

ISTE Masterfile, continued
Specialized selections available

Raw counts shown before duplicates are removed.

Selection Category **raw counts US** **Non-US**

Occupation

Administrator	ADMN	3,798	158
Educator	EDUC	3,581	236
Teacher	TEAC	5,234	
Librarian	LIBR	946	33
Technology Consultant	TCNS	19	24
Technology Coordinator	TCRD	40	49
Computer Lab	CLAB, CLTC	1,153	

Interest

Curriculum Development	CDEV	806	45
Computer Science	COMS	3,823	233
Info & Comm Technologies	ICOT	4,697	
Multi Disciplinary	MLTI	648	49
Telecommunications	TELE	640	47
Technology Planning	TPLN	545	38
Visual Arts	VISA	834	
Vocational/Technology Edu	VOTE	1,838	

Institution

Elementary School	ELEM	5,436	171
Higher Education	HIED, SECO	4,162	194
High School	HIGH	631	44
Jr High / Middle School	JRHI, MIDD	3,189	108
K-12	K-12, PK12	7,022	349
Library	LIBR	283	42
Public School District	PBSD	115	11