

# The Master Teacher

25,389 Buyers

\$115/M

Founded in 1969 by Robert L. DeBruyn, The MASTER Teacher, Inc. evolved from a need for an on-going program of training for teachers. The MASTER Teacher is dedicated to providing quality services to enrich the education of children, the work and mission of schools, and the lives of all those engaged in, or affected by, education.

The MASTER Teacher currently has 12 publications for teachers, administrators, board members, support staff, parents, and students. In total, The MASTER Teacher offers over 4,000 staff development services and products for teachers and administrators including awards; books; videotapes; multimedia software; and motivational posters, cards, and ribbons. Over 60,000 schools purchase educational materials from The MASTER Teacher each year, making it one of the largest publishers of educational resources in the United States.

**Address Type:** 100% Business

**Source:** 100% Direct Mail Generated

#### Demographic Information:

- Male 21 %
- Female 65 %

#### Selections:

|                                 |       |
|---------------------------------|-------|
| Awards/Incentives (E&F) .....   | 7,606 |
| Online Programs (D,H) .....     | 178   |
| Media/Publications (A,B,C)..... | 1,895 |

#### If this list interests you, we also manage:

National Staff Development Council  
International Reading Association  
Bureau of Education and Research

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.

Master Teacher reserves the right to refuse orders deemed by them to be contrary to the best interests of the membership.

# The MASTER Teacher®

#### Selections Available:

|            |        |
|------------|--------|
| State, SCF | \$10/M |
| Sections   | \$20/M |
| Key Code   | \$5/M  |
| Nth Select | N/C    |

#### Delivery Format:

|                           |        |
|---------------------------|--------|
| Pressure Sensitive Labels | \$35/M |
| By E-mail with NCOA       | \$85   |

**Last Update:** 12/09

#### 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
- 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.

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