

National Association of Elementary School Principals



25,295 Individual Members \$125/M

The National Association of Elementary School Principals is dedicated to assuring that every American child receives the best education possible. By serving the professional interest of elementary and middle school principals, NAESP promotes the highest professional standards.

NAESP is mindful of two findings: First, that children's early years in school are the most crucial to their future, not only in the classroom but indeed, in life. And, second, that the key figure in assuring a top-quality school is the principal.

Founded in 1921 by a group of principals who sought to promote their profession and to provide a national form for their ideas, NAESP has grown to become the most powerful voice of Pre-K-8 principals across the United States and the world

Address Type: 74% Business 25% Home

Source: 100% Direct mail generated

Demographic Information:

- Male 34%
- Female 58%

If this list interests you, we also manage:

National Staff Development Council
Bureau of Education & Research
American Assn. Of School Administrators

Metropolitan Status

Rural 6,552
Suburban 7,533
Urban 3,822

Other selections available – Call for counts

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.

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

Selections Available:

State, SCF	\$10/M
Key Code	\$5/M
Gender	\$15/M
Metropolitan Status	\$15/M
Nth Select	N/C

Delivery Format:

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

Last Update: 011/09

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
- **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 this list. A refund of 41 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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