

National Association for the Education of Young Children



194,253	NAEYC Masterfile	\$125/M
2,052	NAEYC Masterfile Int'l	+25/M

*Contains Members, Lapsed Members, Buyers & Conference Attendees

The National Association for the Education of Young Children (NAEYC) is the nation's largest membership organization of early childhood professionals and others dedicated to improving the quality of early childhood programs for children from birth through age 8. Founded in 1926, NAEYC's membership is nearly 90,000 and includes a national network of more than 350 local, state, and regional early childhood organizations affiliated with the Association. NAEYC enjoys an impressive sphere of influence—beginning at the local level and extending through state, regional and national presence.

Members represent a diverse, engaged cross-section of the early childhood education community: teachers, administrators, policymakers, parents and others committed to enhancing learning experience and opportunities for young children. Because legislation, trends and policy are ever-changing and affect the association's advocacy efforts, a strong, continually updated communication channel is the foundation of NAEYC.

NAEYC exists for the purpose of leading and consolidating the efforts of individuals and groups working to achieve the healthy development and constructive education of all young children. Primary attention is devoted to assuring the provision of high-quality early childhood programs.

Through its promotion of professional development, renowned publications, interactive Web site, research, conferences, affiliate outreach and more, NAEYC attracts members who take action. *MGI Lists* can help you connect with early childhood education supporters who are on a mission to get things done. *Let's put the NAEYC list to work for you today.*

Address Type: 26% Business 74% Home
Source: 100% Direct Response Generated

Demographic Information:

- Male 4%
- Female 83%

MGI also manages other education related lists:

National Head Start Association
Bureau of Education and Research
International Reading Association

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. NAEYC reserves the right to refuse orders deemed by NAEYC to be contrary to the best interest of the membership.

Selections Available:

Age Group	\$20/M
Position	\$20/M
State, SCF	\$10/M
Key Code	\$5/M
Nth Select	N/C

Address Format:

By E-mail	\$80 Flat
NCOA, if requested	\$45 Flat
Pressure Sensitive Labels	\$35/M

File Update:	Quarterly
Last Update:	12/10

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
- 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 the 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

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Attn: **Candy Brecht**
email: cbrecht@MGILists.com
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SPECIALIZED LISTINGS - NAEYC Masterfile

By Age Group

Infant/Toddler.....	30,098
Preschool/Pre-K.....	49,168
Kindergarten	20,475
Primary.....	15,825
Middle/Secondary	2,937
College/Students.....	5,751
Families.....	9,317
Other	6,487

By Position

Director/Administrator	20,239
Teacher.....	37,095
Family Child Care Provider	6,600
Student.....	12,238
College Educator / Trainer	5,033
Licenser.....	7,910
Consultant.....	2,302