

# National Association for Girls and Women in Sport

3,449 Active US Members \$95/M



NAGWS directly serves the needs of administrators, teachers, coaches, leaders and participants of sport programs for girls and women. Members across the nation help develop and promote leadership opportunities for women in sport and advocate women's full participation in sport and leisure activity. Members stay informed with the *GWS News*, published five times per year with the latest information on issues concerning girls and women's sports.

**Address Type:** 34% Business 66% Home  
**Source:** 100% Direct Mail Generated  
**Demographic Information:**  
 • Male 10% Female 89%

Although the minimum order is the full file, you can target specialized selections within the file as needed; raw counts are shown before intrafile dupes are removed.

**Council Descriptions**

Research (RS)	554
Advocacy Equity (AE)	672
Coaching -ANCC (COA)	1,123
International Programs (IP)	140
Professional Development (PD)	683
Public Relations Media (PRM)	356
Athletic Administration - OAA (AA)	593
National Intramural Sports Council (NISC)	108
Affiliated National Riding Commission (ANRC)	20
National Council for Athletic Training -NCAI (NCAT)	208

**Primary Responsibility**

Athletic Director (AD)	103
Research (RES)	51
Retired (RET)	197
Student (STU)	126
Teacher/Coach (TC)	756
Teacher/Professor (THP, TCHR)	947

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

American Alliance for Health, Physical Education, Recreation and Dance  
 American Association for Health Education  
 National Dance Association

NAGWS 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
Primary Responsibility	\$15/M
Council Description	\$15/M
Key Code	\$5/M

**Delivery Format:**

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

**Last Update:** 3/09

**TERMS AND CONDITIONS:**

- Minimum order: Full file
- 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. 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.



THE ASSOCIATION LIST COMPANY  
 A Division of Marketing General Inc.  
 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](mailto:sscrimenti@MGILists.com)

[www.MGILists.com](http://www.MGILists.com)