

National Association for Sport and Physical Education



18,203 Active U.S. Members \$95/M
4,265 Students \$95/M

The NASPE is the only National Association devoted to improving the total sport and physical education experience in America. Members help ensure the success of programs which can teach everyone how to be physically active and physically competent. Members include Physical Education Teachers from Elementary through University levels...Coaches at all levels... Sport Management Specialists... Physical Education Administrators...Physical Skill...Fitness and Activity Specialists in corporations, clubs, and elite training centers...Researchers in sport and exercise and Students.

Address Type: 23% Business 68% Home

Source: 100% Direct Mail Generated

Demographic Information:

- Male 41 %
- Female 49 %

If this list interests you, we also manage:

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

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.

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

Delivery Format:

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

Last Update: 3/09

TERMS AND CONDITIONS:

- 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
- 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.


THE ASSOCIATION LIST COMPANY
A Division of Marketing General Inc.
209 Madison Street, Ste 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

SPECIALIZED LISTINGS – NASPE

Council Descriptions

Athletic Administration (AA)	892
Biomechanics (BIO).....	791
Coaching and/or Coaching Education (CCE)	3,425
Curriculum and Instruction (CI)	3,943
College/University Phys Activity Instruc Progr (CUPA)	1,368
Exercise Physiology (EXP)	2,109
Motor Development and Learning (MDL).....	2,017
Physical Education- K-12 Administration (PEA)	1,712
Physical Education- Middle & High (PEMH)	4,782
Physical Education- Preschool & Elementary (PEPE)	5,176
Physical Education Teacher Education (PETE)	2,067
Sport & Exercise Psychology (SEP).....	1,740
Sport Healthcare/Athletic Training (SHCAT).....	669
Sport History, Philosophy, & Sociology (SHPS)	1,697
Sport Management Education (SME)	781
Youth Sport Studies (YSS)	1,298

Employment Levels

Elementary (ES)	3,504
Comm/Jr College (CJC)	241
College/Univ (CU)	3,600
Business/Industry (BI)	131
Hospital/Clinic (HC)	61
Other (OTH)	277
Middle School (MS)	1,938
High School (HS).....	3,360

Primary Responsibility

Athletic Director (AD).....	329
Research (RES).....	154
Retired (RET).....	673
Teacher/Coach (TC)	3,354
Teacher/Professor (THP).....	4,477