

# National Council for the Social Studies



12,149	NCSS Masterfile	\$105/M
2,500	Annual Conference Attendees	\$450 Flat

These buyers are highly dedicated leaders in the social studies/social science disciplines. NCSS brings together educators from all social studies categories, including history, economics, political science, geography, sociology, anthropology, psychology, and law-related education. Approximately 63% hold teaching positions, 37% hold administration positions. The majority are in secondary school settings with the following profile: 30% middle school/junior high, 46% high school, 16% elementary, 6% college/university, 2% K-12.

#### Selections available from the NCSS Masterfile:

10,224	Active Members - Social Education Subscribers	+\$15/M
4,287	Social Studies and the Young Learner	+\$15/M
5,694	Secondary	+\$15/M

**Average Unit of Sale:** \$60.00  
**Address type:** 42% Business 58% Home  
**Source:** 90% Direct Mail Generated

#### **Demographic Information:**

- Male 37%
- Female 56%

**NOTE:** This list requires a minimum of 3 business days to obtain list owner approval on usage requests. Any orders asking for faster turnaround time will have a RUSH CHARGE applied.

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

Bureau of Education and Research  
 District Administration  
 National Staff Development Council  
 US Registry of Teachers

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.

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

#### **Selections Available:**

Active Members	\$15/M
Young Learners	\$15/M
Secondary	\$15/M
State, SCF	\$15/M
Gender	\$15/M
Key Code	\$5/M
Nth Select	N/C

#### **Delivery Format:**

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

**Last Update:** 03/10

#### **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
- For rush orders, 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¢ 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 to qualify for this refund.



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