

# National Dance Association

1,594

Active U. S. Members

\$250/Flat



The National Dance Association promotes high quality dance education through professional development, service, advancement of knowledge, and leadership. Members include teachers, students, administrators, dance medicine/science and technology specialists involved in pedagogy (teaching curriculum, professional development, staffing, resources, equipment/materials, facilities, and safety) choreography (artistic elements of dance production), and affiliated disciplines of dance education (dance therapy, medicine, science, technology, history, aesthetics, and criticism.)

Members stay informed through its newsletter, *Spotlight on Dance*. Published 6 times a year, keeps members informed on activities and national and state issues.

**Address Type:** 31% Business 69% Home

**Source:** 100% Direct Mail Generated

## Demographic Information:

- Male 12 %
- Female 76 %

If this list interests you, we also manage:

**American Association for Health Education  
National Assoc. for Girls and Women in Sports**

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.

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

## **NATIONAL DANCE ASSOCIATION**

### Selections Available:

State, SCF	\$10/M
Key Code	\$5/M
Primary Responsibility	\$15/M
Council Description	\$15/M
Employment Level	\$15/M

### Delivery Format:

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

**Last Update:** 3/09

### TERMS AND CONDITIONS:

- 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**

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## SPECIALIZED LISTINGS - NDA

### Council Descriptions

Dance Culture (DC) .....	103
Children's Dance (CD) .....	470
Publication Development (PD) .....	58
Curriculum Development (CUR).....	92
Dance Studio Services (DSS) .....	16
Dance in Higher Education (DHE).....	102
Dance in Secondary Education (DSE).....	95
Dance Performance / Theatre Dance (DP).....	392
Movement Science & Techniques (MST) .....	93
Dance for Special Populations (DSP) .....	62
International Dance Committee (IDC) .....	41

### Employment Levels

Elementary (ES) .....	208
Comm/Jr College (CJC).....	26
College/Univ (CU) .....	331
Business/Industry (BI) .....	82
Hospital/Clinic (HC) .....	9
Other (OTH).....	60
Middle School (MS).....	74
High School (HS).....	235

### Primary Responsibility

Athletic Director (AD).....	5
Teacher/Professor (THP) .....	429
Other (OTH).....	33
Research (RES) .....	3
Retired (RET) .....	115
Student (STU) .....	101
Teacher/Coach (TC) .....	136