

# National Middle School Association

35,771 NMSA Masterfile \$130/M



Please email or phone to ask about the 2009 conference pre-registration lists and new selections.

Established in 1973, National Middle School Association (NMSA) serves as a voice for professionals, parents, and others interested in the educational and developmental needs of young adolescents (10-15 years of age). NMSA is the only national educational association exclusively devoted to improving the educational experiences of young adolescents.

NMSA has over 20,000 members in more than 50 countries including teachers, principals, parents, college faculty, central office administrators, educational consultants, and community leaders. In addition, NMSA has state, provincial, and international affiliates that work to provide middle level support at a more local level.

**Average Unit of Sale:** \$153/year membership dues  
**Address Type:** 94% Business 6% Home  
**Source:** 100% Direct Mail Generated

#### Overall Demographic Information:

- Male 30 %
- Female 60 %
- Average Income \$55,000

See next page for details on NEW SELECTIONS including:

- \* primary decision-maker in each member school
- \* subject matter
- \* number of years as an educator

If this list interests you, we also manage:

Bureau for Education and Research  
International Reading Association  
National Association for Elementary School Principals  
The Master Teacher

#### Selections Available:

Job/Role	\$15/M
State, SCF	\$15/M
Member Type	\$15/M
# Years as educator	\$15/M
Institutional member	\$15/M
Key Code	\$5/M

#### Delivery Format:

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

<b>File Update:</b>	Quarterly
<b>Last Update:</b>	1/10

#### TERMS AND CONDITIONS:

- Minimum order: 3,000 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 less than 5 days, add \$50**
- Orders cancelled before mail date, \$50 plus applicable running charges

#### 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.

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## SPECIALIZED LISTINGS – NMSA Masterfile

<u>Job/Role</u>	<u>raw counts</u>
Assistant Principal	1,022
Central Office	136
Curriculum	271
Guidance/Advisory	565
Library/Media Specialist	354
Principal	3,987
Student	342
Superintendent/Asst. Supt	114
Teacher	5,599
University Professor	506

<u>Subject /Grade</u>	<u>raw counts</u>
Art & Music	98
At Risk & Special Needs	192
Physical Education	132
Lang Arts, Foreign Lang, ESL	1,175
Math	683
Science	496
Social Studies	608
Technology	150

<u>Years Experience</u>	<u>raw counts</u>
0-4	313
5-9	433
10-14	657
15-19	566
20-24	500
25-29	385
30+	564