

National Middle School Association

34,254 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: 92% Business 7% Home
Source: 100% Direct Mail Generated

Overall Demographic Information:

- Male 30 %
- Female 62 %
- 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

File Update: Quarterly
Last Update: 7/10

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	920
Central Office	133
Curriculum	244
Guidance/Advisory	513
Library/Media Specialist	314
Principal	3,487
Student	330
Superintendent/Asst. Supt	93
Teacher	4,938
University Professor	489

<u>Subject /Grade</u>	<u>raw counts</u>
Art & Music	100
At Risk & Special Needs	194
Physical Education	114
Lang Arts, Foreign Lang, ESL	934
Math	611
Science	451
Social Studies	540
Technology	130

<u>Years Experience</u>	<u>raw counts</u>
0-4	208
5-9	342
10-14	584
15-19	509
20-24	455
25-29	363
30+	548