

# National Recreation and Park Association

16,085 NRPA U.S. Members \$185/M non-member mailers  
\$110/M NRPA members

The National Recreation and Park Association is a national, not-for-profit organization dedicated to advancing park, recreation, and conservation efforts that enhance the quality of life for all people. Through its network of more than 21,000 professionals and citizens, NRPA encourages the promotion of healthy lifestyles, recreation initiatives and conservation of natural and cultural resources.

NRPA works closely with local, state, and national recreation and park agencies, citizen groups, and corporations to carry out its objectives. Priorities include advocating favorable legislation and public policy; increasing public awareness of the importance of parks and recreation; providing continuing education, professional certification, and university accreditation; and conducting research and providing technical assistance.

Please see the next page for available selects and counts.

Source: 100% Direct Mail Generated

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

American Alliance for Health, Physical Education, Recreation and Dance  
American College of Sports Medicine  
American Road & Transportation Builders Association  
National Association for the Education of Young Children  
Water Environment Federation

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. All list usage requests are subject to association approval and NRPA 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
Job Function	\$20/M
Section or Member Type	\$20/M
Key Code	\$5/M
Nth Select	N/C

#### Delivery Format:

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

#### File Update:

Quarterly

#### Last update:

6/09

#### TERMS AND CONDITIONS:

- Minimum order: 3,000 names or \$525
- 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
- \$50 fee on orders cancelled before mail date, 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.

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## SPECIALIZED LISTINGS - NRPA

The NRPA list is selectable by Job Function, Member Type, or Interest Group.

### Job Function:

**Decision makers\*** .....5,195

\*(decision makers includes such titles as administrators, director, supervisor, manager, and superintendent)

### Member Type:

**Professionals:** park and recreation professionals working in agencies or other environments, such as universities, colleges, military base installations, hospitals, or health clinics.

**Students:** students studying park and recreation curricula

**Citizen:** citizen advocates, including those who serve on park and recreation boards or advisory councils; in elected or appointed civic roles such as commissioners, mayors, town council members, and citizen volunteers.

**Associates:** Individuals not professionally employed in the park and recreation field but associated with it in some way (i.e., landscape architects, playground safety inspectors, community sport and recreation league representatives, urban planners, employees of like-minded not-for-profits, individual consultants, or suppliers.

<u>Member type</u>	<u>raw counts</u>
Professionals (PRO, RET) .....	8,694
Students (STU) .....	467
Citizens (CIT) .....	6,337
Associates (ASC).....	587

### Interest Groups raw counts

American Park & Recreation Society (APRS) .....	6,497
Citizen Branch (CBM) .....	6,309
Armed Forces Recreation Society (AFRS).....	417
Commercial Recreation and Tourism Section (CRTS).....	187
Leisure and Aging Section (LAS).....	167
National Aquatics Branch (NAB) .....	643
National Society for Park Resources (NSPR) .....	498
National Therapeutic Recreation Society (NTRS).....	367
Society of Park and Recreation Educators (SPRE) .....	229
Student Branch (SB).....	472