

# National Staff Development Council

12,589	<b>NSDC Masterfile, Postal</b>	<b>\$165/M</b>
10,866	NSDC Masterfile, Email	\$375/M
954	Postal addresses, NSDC non-US members	\$175 flat fee

NSDC members seek to ensure success of all students through staff development and school improvement. This group of superintendents, central office administrators, staff development specialists, principals, teachers, etc. is prime prospects for products and services that will help them to ensure student success through their professional development activities.

**Average Unit of Sale:** \$60  
**Address Type:** 91% Business 9% Home  
**Source:** 100% Direct Mail Generated

#### Demographic Information:

- Male: 23%
- Female: 67%

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

*American School Board Journal* subscribers (postal only)  
*District Administration* subscribers (postal only)  
Teachers of English to Speakers of Other Languages (postal & email)

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

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.

#### DELIVERABILITY GUARANTEE:

The list owner guarantees 100% address deliverability on the 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.



#### Selections Available:

State, SCF	\$10/M
Key Code	\$5/M
Nth Select	N/C

#### Delivery Format:

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

<b>File Update:</b>	Quarterly
<b>Last Update:</b>	2/10

#### For emails deployed to Masterfile:

- +\$100 per HTML format
- +\$100 testing fee after 3 tests
- +\$200 suppression list
- +\$100 personalization

#### 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 less than 5 days, add \$50
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment required for orders cancelled after mail date.

 **MGI Lists**  
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