

# Learning Forward

(formerly National Staff Development Council)

11,423	US Individual Members, postal	\$165/M
954	non-US Members, postal	\$175/Flat
7,138	U.S. Individual Members, email	\$375/M

These 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  
*District Administration* subscribers  
Phi Delta Kappa

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.

Learning Forward reserves the right to refuse orders deemed by the association to be contrary to the best interests of the membership.



#### Selections Available:

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

#### Delivery Format:

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

File Update:	Quarterly
Last Update:	8/10

#### For emails deployed to this list:

- + \$100 per format setup
- + \$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
- 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 required for orders cancelled after mail date.

#### 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.

  
**MGI Lists**  
THE ASSOCIATION LIST COMPANY  
A Division of Marketing General Inc.  
209 Madison Street, Suite 300, Alexandria, VA 22314

1-800-899-4420 ext 383

Fax: 703-549-0697

Attn: [Candy Brecht](mailto:cbrecht@MGILists.com)

email: [cbrecht@MGILists.com](mailto:cbrecht@MGILists.com)

[www.MGILists.com](http://www.MGILists.com)