

# Phi Delta Kappa International (PDK)



<b>37,069</b>	<b>Total PDK Masterfile</b>	<b>\$125/M</b>
35,487	Active US Members (M, MA)	+\$20/M
1,312	Active non-US Members	+\$20/M
1,607	Subscribers (S)	+\$10/M
626	PDK Book Club Members (BCM)	\$100 flat fee

PDK International is the premier professional association for educators. This member-based association serves educators in communities across the United States and abroad as a dedicated advocate for the public schools. The association maintains an extensive network of chapters in the United States, Canada, and nations in Europe and Asia.

PDK International publishes the *Phi Delta Kappan*, the most cited education journal in the United States, and sponsors the annual Phi Delta Kappa/Gallup Poll of the Public's Attitudes Toward the Public Schools.

PDK members include practicing teachers, administrators, college educators, and community leaders concerned about public education

**Address Type:** 86% with home as preferred address  
**Source:** 100% Direct Mail Generated

#### Demographic Information:

- Male 37%
- Female 54%

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

ACPA—College Student Educators International  
American Association of School Administrators  
*District Administration* subscribers  
National Staff Development Council (includes email option)  
*University Business* subscribers

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. PDK 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
Section	\$20/M
Key Code	\$5/M
Nth Select	N/C

#### Delivery Format:

Pressure-Sensitive Labels	\$35/M
By E-mail with NCOA	\$75

<b>File Update:</b>	Quarterly
<b>Last Update:</b>	12/09

#### 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
- \$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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