

# Teachers of English to Speakers of Other Languages



5,767	Active US Members	\$125/M
2,236	Active Non-US Members	\$400 Flat Fee
2010	Conference Pre Registrants	Call for counts

Access a rapidly growing segment of English Language professionals through the TESOL membership list. These members are ESL/EFL and bilingual specialists who work to strengthen the effective teaching and learning of English as a second or foreign language. This direct mail list of teachers, teachers in training, administrators, curriculum developers, and researchers is also broken down into program level - pre-elementary, secondary, colleges and universities, and adult education.

**Average Unit of Sale:** \$79/year

**Address Type:** 50% Business 50% Home

**Source:** 100% Direct Mail Generated

**Demographic Information:**

- Male 19%
- Female 78%

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

*American School Board Journal* Subscribers

Bureau of Education & Research

International Reading Association

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.

TESOL 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
Key Code	\$5/M
Work Setting	\$55/M
Areas of Interest	\$55/M
Recency	\$20/M
Gender	\$15/M

## Delivery Format:

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

**File Update:** Quarterly

**Last Update:** 12/09

## 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 is required for orders cancelled after mail date

## DELIVERABILITY GUARANTEE:

The list owner guarantees 100% address deliverability on this list. A refund of 35¢ 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.  
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## SPECIALIZED LISTS - TESOL

Raw counts indicate counts by interest area before duplicates are removed.

<u>Areas of Interest</u>	<u>raw counts</u>
Adult Education (AE) .....	1,323
Applied Linguistics (AL) .....	1,138
Bilingual Education (BE) .....	805
Computer-Assisted Language Learning (CALL) .....	1,023
Content Based Instruction (CBI) .....	1,170
Community College (CC) .....	535
Curric Material Development (CURR) .....	1,351
Distance(DST) .....	565
Elementary Education (EE) .....	819
English as a Foreign Language (EFL) .....	1,392
English for a Specific Purpose (ESP) .....	751
Grammar/Vocabulary (GRAM) .....	1,030
Higher Education (HE) .....	971
Intercultural Communications .....	1,242
Intensive English Program (IEP) .....	1,044
International Teaching Assistants (ITA) .....	349
Linguistics (LING) .....	380
Mainstreaming (MS) .....	309
Program Administration (PA) .....	631
Professional Development (PROF) .....	969
Reading (READ) .....	1,074
Second Language Acquisition (SLA) .....	1,485
Teacher Education (TE) .....	1,200
Writing (WRIT, MW) .....	1,242



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