

TEACHERS - AT HOME ADDRESS

\$85/M
MIN. 5,000

#101-B0137-78-R

2,007,098 Teachers at Home Address
Phone Numbers - \$20/M add'l

196,614 with Email Addresses - \$275/M + \$175/F Setup Fee

A constantly updated file of educators at their home addresses. As well as buying educational materials on their own behalf, they also make purchasing decisions for their respective schools.

Studies have shown that *Teachers are 40% more likely to respond to direct mail* than the average consumer. Over 90 percent are more likely to purchase \$500 or more through direct mail than the average consumer. And, just about all teachers use the internet and are highly likely to do a good deal of shopping online as well.

The high rate of literacy assured by this file makes it ideal for publishers. It also works well for many other consumer offers targeted at above-average income, well-educated professionals.

SELECTIONS - PRICES AS SHOWN

- Gender - \$5/M
- Teaching Level - \$10/M
 - 1,172,063 Elementary
 - 137,501 Secondary
 - 176,197 College
- Grade Level - \$10/M
- Lifestyle Interests - \$10/M
- Marital Status - \$5/M
- Income - \$10/M
- Age - \$10/M
- Presence of Children - \$10/M
- Mail Order Buyers - \$10/M
- Sports Interests - \$10/M
- Travel Interests - \$10/M

Subject Teachers By Title - \$10/M (add'l titles available)

- 15,111 Principals
- 100,110 English and Reading
- 65,813 Mathematics
- 23,018 Science
- 24,649 Foreign Language
- 19,887 Social Studies/Social Sciences
- 38,510 Physical Education
- 7,856 Guidance/Student Services
- 48,961 Special Education
- 12,734 Computer Science

21,580 AL	61,846 FL	21,316 LA	9,834 NE	73,359 OH	100,018 TX
3,862 AK	40,639 GA	16,929 ME	9,151 NV	14,910 OK	8,223 UT
24,713 AZ	4,731 HI	26,767 MD	15,151 NH	18,971 OR	8,861 VT
10,983 AR	7,900 ID	44,074 MA	56,364 NJ	64,976 PA	46,302 VA
141,930 CA	90,561 IL	60,150 MI	10,831 NM	7,657 RI	47,603 WA
21,717 CO	34,271 IN	30,007 MN	102,415 NY	19,197 SC	9,990 WV
19,156 CT	18,167 IA	14,226 MS	44,192 NC	5,235 SD	33,654 WI
4,669 DE	18,727 KS	34,331 MO	4,265 ND	27,733 TN	4,246 WY
2,620 DC	18,163 KY	7,523 MT			

FW

Zip Sequence
4-up Cheshire

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P-S Labels - \$10/M

Disk/Email/CD/FTP - \$50/L

Geographic - \$5/M

Keying - \$3/M

Title Address - \$3/M

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ZIP +4 CODED

Phones - \$20/M

**SAMPLE MAILING
PIECE REQUIRED**

ALL LISTS RENTED FOR ONE-TIME USE ONLY. Special arrangements may be made for multiple use of compiled lists, usually at double the one-time rate.



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GUARANTEE: We guarantee 95% of all Compiled List names, and will refund the current minimum Standard Mail postage for each "nixie" in excess of 5% of the total mailed, with the provision that the returns must be in our hands within 60 days from the date the list was supplied. Guarantee does not apply to duplicate copies of lists, or to phone numbers.

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You name the list — We list the names