

Educational Insights K-12 Marketplace

Published by SmartSource Media, this premium database of Educators and School Administrators can be utilized for all education offers. Each segment is tele-qualified at work and verified with publicly available resources making it one of the most accurate files of its kind.

MEDIA TYPE

Business



SOURCE

Multi Sourced, Compiled lists, Multi Sourced

GEOGRAPHY

USA

MAINTENANCE

Market Entry	12/30/2008
New to Manager	12/02/2008
Counts Through	02/03/2016

DATA CARD MAINTENANCE

New To System	12/30/2008
Last Update	02/03/2016
Next Update	12/31/2016
Update Frequency	QUARTERLY

SEGMENTS

2,475,112 Total Universe / Universe Rate \$95.00/M

DESCRIPTION

Published by SmartSource Media, this premium database of K-12 Educators and School Administrators can be utilized for all education or education product direct marketing campaigns. Each segment is tele-qualified at work and verified with publicly available resources making it one of the most accurate files of its kind.

School Teachers and Administrators	POSTAL
Assitant Principals	60,018
Principals	218,574
Coaches & Physical Education	471,025
Librarians	102,825
Math	184,054
English	286,175
Social Studies	162,975
Science	159,125
Guidance Counselors	179,489
Technology Coordinators	80,889
K - 8 Teachers	1,526,243
6 - 8 Teachers	762,620
9 - 12 Teachers	1,259,755

PROFILE

School Teachers and Administrators

	POSTAL	EMAIL
Assitant Principals	60,018	23,400
Principals	218,574	38,745
Coaches & Physical Education	471,025	173,200

Librarians	102,825	38,989
Math	184,054	87,300
English	286,175	148,470
Social Studies	162,975	78,693
Science	159,125	76,100
Guidance Counselors	179,489	73,854
Technology Coordinators	80,889	27,100
K-8 Teachers	1,526,243	1,098,360
6-8 Teachers	762,620	295,487
9-12 Teachers	1,259,755	465,025

SELECTS

12 Month Hotline	\$25.00/M
Course Taught	\$15.00/M
Degree Obtained	\$25.00/M
Enrollment	\$15.00/M
Fax Numbers	\$55.00/M
Geography (State)	\$15.00/M
Geography (Zip/SCF)	\$15.00/M
Grade or Range	\$10.00/M
Home Address	\$15.00/M
Phone Numbers	\$35.00/M
Test Scores by Decile	\$25.00/M
Title 1 Funded	\$15.00/M
School Teachers and Administrators	

GENDER

Male	30%
Female	70%

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$475.00

NET NAME ARRANGEMENTS

Net Name is not allowed

EXCHANGES

Exchange is not allowed

REUSE

Please inquire

CANCELLATION

Charges	\$475.00/F
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KEY CODING

Key Coding is available	
Charges	\$5.00/M

ADDRESSING

EMAIL DELIVERY	\$55.00/F
RUSH FEE	\$150.00/F

SPECIAL INSTRUCTIONS

List rental is for one time use unless specified otherwise. Cancellations are not be accepted after file delivery. Merge/purge deductions are not permitted. Prepayment is required. MC/Visa is accepted.