

THE TEACHING PROFESSION

190,000 2009 4TH QTR RESPONDENTS \$85/M
760,000 2009 RESPONDENTS \$85/M
760,000 2008 RESPONDENTS \$85/M
448,000 2007 RESPONDENTS \$85/M
TELEMARKETING CHARGE +\$50/M

SUMMARY: SELECT TEACHERS AND EDUCATORS AT THEIR HOME ADDRESS. THESE MEN AND WOMEN HAVE RESPONDED TO A SURVEY INDICATING THEY ARE TEACHERS/EDUCATORS. TELEPHONE NUMBERS ARE AVAILABLE FOR TELEMARKETING. THIS FILE PROVIDES AN EXCELLENT AUDIENCE FOR BOOKS, MAGAZINES, COMPUTER SUPPLIES, GENERAL MERCHANDISE AND MORE.

DEMOGRAPHICS: 65% FEMALE
35% MALE
AVG INCOME \$40M

SOURCE: 100% DIRECT RESPONSE SURVEY

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

TEACHM

JANUARY 2010

MATERIAL:
E-MAIL \$60/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M
SPLIT \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000