Principals K-12 Mailing List

AmeriList™ Direct Marketing Solutions
visit us online at amerilist.com

Total Universe: **2,04,329**

Base Rate: **$72.00/M**

Description Summary

Does your direct marketing strategy get an A+? With our Principals K-12 database, you can reach high-level educators with our targeted mailing lists. The goals of these individuals are to make the lives of their students as positive and educational as possible. Principals take on many responsibilities, such as managing teachers, overseeing curriculum, carrying out discipline, and maintaining communication with parents. Because of this highly demanding occupation, principals from both public and private schools are great candidates for a variety of offers. These principals are highly responsive and have shown interest in many publications, and education-related services.

How Our Data is Compiled

Our Principals K-12 Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider the Facts

- The median pay for principals in 2016 was $92,510.
- Principals go through many years of schooling to be eligible to attain a principal position.

Recommended Usage

The Principals mailing list would be useful for many types of offers, including school supplies, textbook companies, technology, food vendors, education magazines, and more.

Sample Mail Piece Required

Inquire

Market Type
U.S. Consumer

List Channels
Postal, Email, Telephone

Source
Proprietary,Survey/Self-Reported,Public Records & Direct Response

Output Options
Electronic, Printed

Update Cycle
Monthly

Minimum Order
Quantity: 5,000
Price: $500.00

Net Name
Floor: 85%
Minimum Quantity: 25,000
Run Charge: $10.00/M

Exchanges
Please Inquire

Reuse
Yes

Cancellation Charges
Yes, all orders canceld after shipping will incur a fee.

Commission
A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age	Geography	Assistant Principals	Type of School
Gender	Income	Vice Principals	

For additional information or list counts, contact your representative or list manager at 1.800.457.2899