

# Affordable Education and Teachers From KM Lists

----- **UPDATED** -----

January 9, 2009  
Data Verified: January 9, 2009

----- **SELECTIONS WITH COUNTS** -----

Counts Thru: Dec 2008

Minimum order 400.00.

<b>Selections</b>	<b>Counts</b>	<b>Price per/M</b>
Universe	4,000,000	\$72.00
<b>Teacher names by job title:</b>		
School principals group	184,384	\$44.00
Grade teachers group	1,636,367	\$72.00
Art group	86,173	\$72.00
Computer science group	121,037	\$72.00
English/reading group	380,947	\$72.00
Foreign/world language group	107,215	\$72.00
Guidance service group	166,148	\$72.00
Librarian/media group	87,878	\$72.00
Mathematics group	261,855	\$72.00
Music group	137,295	\$72.00
Physical education/health group	203,977	\$72.00
Science group	216,972	\$72.00
Social studies/social sciences group	233,450	\$72.00
Special education/special needs group	511,680	\$72.00
Career & Technical education group	176,994	\$72.00
Other teaching staff	94,502	\$72.00
Other key personnel	168,667	\$72.00
Fine arts education group	27,755	\$72.00

----- **OTHER SELECTIONS** -----

<b>Selections</b>	<b>Rate</b>	<b>Per Unit</b>	<b>Note</b>
Expenditure By Pupil	\$12.00	M	extra
First-year Teacher	\$25.00	M	extra
Gender	\$12.00	M	extra
<b>Geographic:</b>			
Zip	\$12.00	M	extra
SCF	\$12.00	M	extra
State	\$12.00	M	extra
LEP Enrollment	\$12.00	M	extra

----- **PERSONNEL** -----

**List Manager**

KM Lists  
9004C Lincoln Drive West  
Marlton, NJ 08053  
Phone: 800-635-5833  
Fax: 856-988-6662  
URL: <http://www.kmlists.com>

<b>Contact</b>	<b>Title</b>	<b>Phone</b>	<b>Fax</b>	<b>E-mail</b>
Pam Holden	VP	800-635-5833	856-988-6662	<a href="mailto:pam.holden@kmlists.com">pam.holden@kmlists.com</a>
			Ext. 11	

----- **SUMMARY DESCRIPTION** -----

District personnel by name. Public, private and Catholic schools. Personnel in public, private and Catholic schools.

----- **DATACARD DESCRIPTION** -----

WITH OUR BEST-IN-CLASS INFORMATION, OUR UNIVERSE OF TEACHER NAMES IS A RESOURCE LIKE NO OTHER! CONSISTENTLY ACCURATE, TIMELY AND COMPLETE, YHE TEACHER NAMES COVER 95+% OF THE TOTAL U.S. TEACHER POPULATION. REACH NEW TEACHERS, DIRECT MAIL BUYERS, THOSE WITH A HIGH LIKELIHOOD TO RESPOND TO DIRECT MAIL OFFERS, AND MORE WITH OUR UNIVERSE OF TEACHER NAMES. TARGET BY PROFESSIONAL SELECTS SUCH AS YEARS OF EXPERIENCE OR HIGHEST DEGREE LEVEL, BUILDING SELECTS LIKE TECHNOLOGY BUDGET OR TITLE I FUNDING, PLUS DEMOGRAPHIC SELECTS - FOR MAXIMUM IMPACT. SHIFTING ENROLLMENT, UNPRECEDENTED FUNDING PRESSURES, AND THE IMPACTS OF FEDERAL LEGISLATION ALL CONTRIBUTE TO CONTINUAL CHANGE IN EDUCATION DATA: 17% OF TEACHERS CHANGE SCHOOLS OR LEAVE TEACHING EACH YEAR; 20% IN URBAN AREAS, 800,000+ TEACHERS ARE NEW TO THEIR SCHOOL, ONE-THIRD OF TEACHERS LEAVE AFTER 3 YEARS OF TEACHING; 46% CHANGE EVERY 5 YEARS 2,900 SCHOOLS OPEN OR CLOSE ANNUALLY THE EDUCATION MARKETPLACE MAY CHANGE, BUT YOUR NEED FOR THE MOST ACCURATE, TIMELY, AND COMPREHENSIVE DATA DOES NOT. AS A LEADING PROVIDER OF HIGH-QUALITY EDUCATION MARKET INFORMATION, WE EMPLOY A PROCESS THAT ANTICIPATES CHANGE IN THE MARKETPLACE. OUR QUALITY INFORMATION GIVES YOU THE ABILITY TO PRECISELY TARGET BUYERS, CONTROL COSTS, AND IMPROVE RETURN ON INVESTMENT. WE BUILD OUR DATABASE WITH YOUR RESULTS IN MIND. OUR DATA IS: BROAD - THE HIGHEST LEVEL OF EDUCATOR NAME AND INSTITUTION COVERAGE AVAILABLE.

NCLB Failing Schools	\$35.00	M	extra
New Teachers	\$25.00	M	extra
Postal Keycoding	\$3.00	M	extra

DEEP AND TARGETED - HUNDREDS OF JOB FUNCTIONS AND DEMOGRAPHIC INDICATORS HELP YOU TARGET EFFECTIVELY.  
 CURRENT AND TIMELY - AN UNRIVALED AMOUNT OF KEY DATA ELEMENTS ARE UPDATED EACH YEAR.  
 ACCURATE AND CERTIFIED - VERIFIED THROUGH A 3RD PARTY AUDIT AND CONSISTENTLY AT WORLD-CLASS LEVELS.

----- LIST SOURCE -----

**Source Note**

Compiled Augmented By Multi-contributor Buyer Files

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
Diskette	\$40.00		fee	
E-mail	\$40.00		fee	
CD ROM	\$40.00		fee	
FTP	\$40.00		fee	

----- DELIVERY SCHEDULE -----

Shipping and handling charges are extra.

----- RESTRICTIONS -----

Sample mailing piece required. Add state and local taxes where applicable. Telemarketing is allowed.

----- UPDATE SCHEDULE -----

Updated monthly.