



NSTAMailing Lists



NSTA

NATIONAL SCIENCE TEACHERS ASSOCIATION

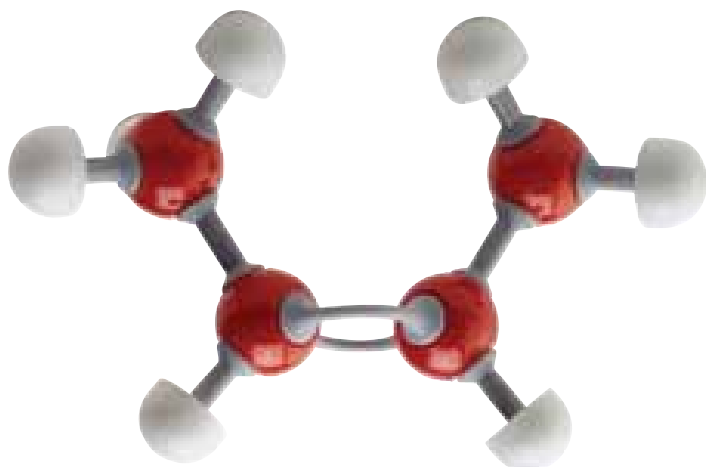
Select Just The Right List!

NSTA Knows Science Teachers

If you need to reach teaching personnel in the field of Science, then NSTA's direct marketing lists can help you. NSTA's lists have been used very successfully by a wide variety of businesses, industrial organizations, governmental agencies, colleges, universities, associations, and individual researchers. Using our extensive demographic data, we'll work with you to select the most effective list for your mailing.

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Select Just The Right List!

Selection Criteria

Effectively target your list using any combination of the following demographic data:

- ✓ Geographic area
 - State
 - County
 - SCF
 - Zip Code
- ✓ Grade Level
- ✓ Discipline
- ✓ Position
- ✓ School Type
 - Public
 - Private
 - Home School
 - 4-Year College

Include:

- Teacher or Principal Name or Title
- First/Last Name Splitting
- Key Codes

Receive:

- CD-Rom
- E-mailed file
- CASS Certification
- NCOA Certification

Recent List Users...

- American Association of Physics Teachers
- American Nuclear Society
- American Physical Society
- Bio-Rad Laboratories
- Carolina Biological Supply Company
- Delta Education
- Discovery Education
- Disney
- Forestry Suppliers, Inc
- Johns Hopkins University
- McGraw-Hill
- NASA
- National Geographic
- Ohaus Corporation
- Pearson
- Texas Instruments
- Toshiba
- University of Delaware
- University of Illinois
- Water Environment Federation

and many more

Call NSTA Today
703-312-9225

NSTA Membership List

NSTA Members are a perfect fit for your next direct mail campaign. Our members are highly involved in the science community, interested in new science products and services, and are often key decision makers within their schools. If you have a science-related product, service, or announcement, then you need to reach the most serious and attentive science educators available. NSTA's Membership List is selectable by standard demographic data such as grade level, discipline, position, institution, or geographic area.

NSTA Member Counts by Demographic

Discipline

	Earth/Space	Biology	Chemistry	Environmental Science	Physics	Physical Science	General Science	Technology Education	Other	Total
K-6*	6,098	5,108	3,294	3,031	4,682	5,102	8,063	1,184	11	11,015
7-8*	5,836	6,349	4,106	3,452	4,348	5,547	6,605	947	12	10,533
9-12*	4,755	8,615	6,451	4,4225	4,527	4,805	4,143	771	13	13,471
College*	1,481	2,529	1,712	1,276	1,595	1,295	1,671	333	3	4,482
TOTAL	12,124	16,021	10,784	8,007	9,875	11,210	14,297	1,868	17	38,562

* Grade ranges are for this example. Individual grades can be broken out as seen below.

Grades

Pre-K	2,677	Grade 5	5,278	Grade 10	10,519
Grade 1	3,377	Grade 6	7,110	Grade 11	10,771
Grade 2	3,534	Grade 7	8,259	Grade 12	10,416
Grade 3	3,913	Grade 8	8,650	College	4,482
Grade 4	4,465	Grade 9	9,612	Other	220

* Individuals may be included in more than one grade.

Position

Teacher	22,382
Student	4,411
Department Head	2,981
Professor	2,411
Supervisor/Coordinator	1,533
Consultant	1,020
Administrator	1,014
Scientist	828
Principal	269
Other	10

* Individuals may be included in more than one position



NSTA Active Buyers List

They are teachers, principals, supervisors, administrators, and consultants; they teach everything from preschool to college courses. They flock to NSTA conferences in large numbers from all over the United States. These are individuals who are demonstrably eager to keep abreast of the latest products and information available in their fields. A regional convention draws 2-4,000 registrants and an overwhelming 10-15,000 people (not counting exhibitors) attend an NSTA National Conference. And the most exciting part is that over half of them are NSTA Members.

NSTA Active Buyers Counts by Demographic Discipline

Discipline	Earth/Space	Biology	Chemistry	Physics	Environmental Science	Physical Science	General Science	Technical Science	Other	TOTAL
K-6 *	8,112	6,204	3,907	3,737	6,125	6,608	11,714	1,587	10	15,746
7-8 *	7,207	7,545	4,838	4,250	5,443	6,631	8,338	1,297	11	13,464
9-12 *	6,076	11,188	8,134	5,817	5,911	6,506	5,580	1,101	10	18,347
College *	1,968	3,111	2,083	1,735	2,089	1,699	2,289	557	2	5,879
TOTAL	15,498	19,366	12,805	10,085	12,637	14,503	19,334	2,568	16	43,217

* Grade ranges are for summary purpose only. Individual grades can be broken out. See below.

Grades

Pre-K	3,605	Grade 5	7,456	Grade 10	14,041
Grade 1	4,802	Grade 6	9,130	Grade 11	14,610
Grade 2	5,070	Grade 7	10,441	Grade 12	14,163
Grade 3	5,657	Grade 8	10,933	College	5,878
Grade 4	6,398	Grade 9	12,778	Other	265

* Note – individuals may be included in more than one grade

Position

Teacher	31,203
Department Head	3,252
Student	3,893
Supervisor/Coordinator	2,104
Professor	2,066
Consultant	1,221
Administrator	1,278
Scientist	1,081
Principal	380
Other	9

* Note – individuals may be included in more than one grade

Recency

Back 1 year	17,272
Back 2 years	26,049
Back 3 years	38,470
Back 4 years	43,217

Please note that you may select by individual grade. The grade ranges provided above are condensed for ease of viewing. Individuals may also overlap between grades, disciplines, and positions.

NSTA's Press Hotline

NSTA now offers our exclusive NSTA Press® Hotline! The hotline is composed of nearly 10,000 educators who have purchased one or more NSTA publications over the last 36 months. Purchasers have demonstrated a proven interest in the advancement of science education and have used high-quality Press titles to expand their knowledge. The NSTA Press Hotline list is selectable by standard demographic data such as recency, grade level, discipline, position, institution, or geographic area. It is a great complement to our NSTA Active Buyers list and will allow you to reach a stronger target audience for your products.

NSTA Press Hotline Counts by Demographic Discipline

Discipline	Earth/Space	Biology	Chemistry	Physics	Environmental Science	Physical Science	General Science	Computer Science	Other	Total
K-6*	1,565	1,351	896	819	1,205	1,318	2,107	329	4	2,840
7-8*	1,495	1,611	1,037	889	1,127	1,403	1,736	268	3	2,7179
9-12*	1,094	1,789	1,318	918	1,030	1,109	1,045	215	4	2,864
College*	424	651	453	366	423	415	511	95	1	1,156
TOTAL	2,833	3,516	2,302	1,760	2,277	2,621	3,551	492	5	10,036

* Grade ranges are for this example. Individual grades can be broken out as seen below.

Grades

Pre-K	825	Grade 5	1,495	Grade 10	2,117
Grade 1	1,018	Grade 6	1,878	Grade 11	2,110
Grade 2	1,063	Grade 7	2,155	Grade 12	2,032
Grade 3	1,179	Grade 8	2,289	College	1,156
Grade 4	1,304	Grade 9	2,036	Other	87

* Individuals may be included in more than one grade.

Position

Teacher	4,820
Department Head	649
Student	620
Supervisor/Coordinator	562
Professor	649
Consultant	390
Administrator	311
Scientist	197
Principal	47

* Individuals may be included in more than one position

Price List

Base Price

Members by Name
Active Buyers by Name
Press Hotline by Name

Commercial Organizations:

\$130/M (M =1,000)
\$110/M
\$185/M

Non-Profit Organizations:

\$125/M
\$100/M
\$175/M

Surcharges

Geographic Selects \$11/M
Grade Selects \$11/M
Position Select \$16/M
Discipline Select \$16/M
Institution Type Select \$16/M
Home/Business Address Select \$11/M

Processing

CD-ROM \$50/F
E-mailed File \$50/F
FTP Server \$75/F
NCOA/CASS Certification \$30/F
Key Coding \$6/M

Placing orders

The minimum order at the above pricing is 2,000 records. Please include a complete address and telephone number so that questions can be resolved quickly. NSTA reserves the right to request a sample mailing piece. Since NSTA continually updates its lists, please ask for current counts before ordering print quantities to avoid under- or over-printing.

Delivery Schedule

Lists are normally shipped within three working days of receipt of the order. Shipping is via UPS ground service unless you specify otherwise. Shipping charges are as follows: UPS ground \$20; UPS 2nd Day \$35; UPS Overnight \$45; UPS Priority Overnight \$50+.

Payment/Cancellations

Payment is due upon receipt of invoice. Orders may be cancelled within 10 days of receipt by NSTA, or by mail date, whichever is sooner.

Broker Commission

A 20% commission on the base price will be extended to recognized brokers. Brokers are bound by the payment schedule above.

Money Back Delivery Guarantee

Our addresses are verified frequently, but due to zip changes, moves, etc., some labels may be undeliverable. NSTA will issue a credit of \$.25 cents per piece for any undeliverable mail returned within 90 days.

Visit us online at www.nsta.org/maillinglists

Exhibit With NSTA!

Our conference attendees teach at every level, from Kindergarten through College. 63% of them report teaching more than one grade level, giving you a diverse group of science educators. Nearly all attendees buy/order materials for their schools within four months of our conferences. They are decision makers and they recognize that your level of support translates into how many programs NSTA can offer science educators.

Visit www.nsta.org/maillinglists to purchase Conference Pre-Registrant lists or contact Sarah Lokerson.

NSTA Advertising & Exhibit Contacts

For order forms visit www.NSTA.org/forms

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