

# Principals K-12 Mailing List



Visit us online at [amerilist.com](http://amerilist.com)

**Total Universe: 204,329**

**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.

### Market Type

U.S. Consumer

### List Channels

Postal, Email & Telemarketing

### Source

Compiled, Self-Reported

### Update Cycle

Monthly

### Minimum Order

Quantity: 5,000

Price: \$325.00

### Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

### Exchanges

Please Inquire

### Reuse

Please Inquire

### Cancellation Charges

Please Inquire

### Sample Mail Piece Required

Please Inquire

### Commission

Standard 20% broker/agency commission is extended to all trade partners

## Popular Selections (for additional selections please inquire)

Age  
Gender

Geography  
Income

Assistant Principals  
Vice Principals  
Type of School

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

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