

# MDR's College Buyers

## College Buyers = Hot Prospects...Reach Them Today!

Reach these known college buyers with supercharged lists from MDR. This is a great way to improve your response rate and your bottom line. Choose from the selections shown here, or call your MDR Representative for a complete list of our offerings.

### Profile

Reach college educators by name with this powerful database from MDR. To help you zero in on higher education buyers most likely to buy your products and services, this database pinpoints purchasers of a variety of instructional materials—books, videos, software, periodicals, and more.

Counts are constantly changing, so please call for the latest information.

### Source

The file contains thousands of professors, administrators, and librarians by name identified as proven direct mail buyers by top education companies.

### Plus...

MDR collects data on college faculty by name.

Order your mailing lists  
or run counts online at  
[www.schooldata.com](http://www.schooldata.com).

## COLLEGE BUYERS AT SCHOOL

### ADMINISTRATORS AND FACULTY

	Total
Deans and Administrators .....	23,222
Department Heads .....	10,377
College Librarians .....	3,274
Agriculture Faculty .....	1,860
Communications Faculty .....	5,122
Education Faculty .....	15,385
English Language and Literature Faculty .....	4,933
Fine and Applied Arts Faculty .....	3,551
Foreign Languages and Literature Faculty .....	992
General Studies Faculty .....	4,837
Interdisciplinary Studies Faculty .....	6,684
Mathematics Faculty .....	2,698
Natural and Physical Sciences Faculty .....	16,513
Physical Education Faculty .....	2,400
Social Sciences Faculty .....	25,687
Vocational Education Faculty .....	4,796

### BUYER TYPE SELECTIONS

	Total
All Buyers at College .....	100,770
Book Buyers .....	18,025
Video/Multimedia Buyers .....	4,206
Classroom Materials Purchasers .....	3,100
Software Buyers .....	768
Multibuyers .....	13,306
Recency of Purchase	
+ Past 6-Month Buyers .....	560
+ Past 12-Month Buyers .....	1,974

## COLLEGE BUYERS AT HOME

### BUYER TYPE SELECTIONS

	Total
All College Buyers at Home .....	159,434
Multibuyers .....	1,330
Seminar Attendees .....	13
Book Buyers .....	1

Over Please for Demographic  
and Neighborhood Selects

## PRICING

### Direct Mail Buyers

College Buyers at Home	\$105/M
College Buyers at School	\$105/M

### Buyer Selects

Book Buyers	\$10/M
Classroom Materials Purchasers	\$10/M
Seminar Attendees	\$10/M
Software Buyers	\$10/M
Video/Multimedia Buyers	\$10/M
Multibuyers	\$14/M
Recency of Purchase	\$14/M

### Specific Selects

Age	\$10/M
Gender	\$10/M
Household Income	\$10/M
Job Title	\$10/M
Lifestyle <sub>NE</sub> Indicator	\$25/M
Phone Numbers Keycoded	\$25/M

### Selection Option Charges

Geographic (State/SCF/ZIP Code)	\$10/M
Keycoding	\$3/M
ZIP Match	\$3/M

### Electronic Delivery Options

CD-ROM	\$30/List
Diskette	\$30/List
Email	\$30/List
FTP	\$30/List

### Stock/Output Charges

Cheshire Labels	\$10/M
Pressure-Sensitive Labels	\$10/M
Minimum charge of \$100 on all print label orders.	

### Minimum Order

One-Time Use	\$300/Order
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Broker discounts apply.

### Payment

Initial orders for new accounts must be prepaid and can be charged to your Visa, MasterCard, or American Express.

### Approval Policy

MDR reserves the right to request sample mailing piece.

Add state and local taxes where applicable.

Shipping and handling charges are extra.

Prices subject to change without notice.

## COLLEGE BUYERS AT HOME

### DEMOGRAPHIC SELECTS

#### Age

(Order within specified ranges only.)

	Total
18-34	17,464
35-44	38,943
45-54	36,686
55-64	37,552
65+	28,005

#### Gender

Male	68,280
Female	41,183

#### Telephone Numbers

Telephone Numbers	11,117
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#### Household Income

(Order within specified ranges only.)

Under \$15,000	9,527
\$15,000-\$24,999	12,582
\$25,000-\$34,999	15,433
\$35,000-\$49,999	25,344
\$50,000-\$74,999	31,810
\$75,000-\$99,999	22,809
\$100,000-\$149,999	23,547
\$150,000+	17,621
Unknown	761

### NEIGHBORHOOD SELECTS

#### Lifestyle<sub>NE</sub> Indicator

	Total
Urban	16,087
+ Urban Uptown	8,595
+ Midtown Mix	5,166
+ Urban Cores	2,326
Suburban	51,835
+ Elite Suburbs	8,736
+ The Affluentials	16,258
+ Middle Burbs	15,007
+ Inner Suburbs	11,834
Second City	36,785
+ Second City Society	4,265
+ City Centers	11,798
+ Micro-City Blues	20,722
Town and Country	54,724
+ Landed Gentry	16,188
+ Country Comfort	14,436
+ Middle America	9,041
+ Rustic Living	15,059



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