

MDR's College Faculty

Maximize Your Response!

This is the largest database of faculty on the market today. Pinpoint college faculty and administrators by the courses they teach and their job functions to find the right audience for your products and services. Choose from the selections shown here, or call your MDR Representative for a complete list of our offerings.

Profile

This comprehensive file, representing 93% of all U.S. teaching faculty,¹ contains:

- + 1,207,525 Faculty names in 4,069 course designations
- + 100,715 Administrators in 143 job functions
- + 19,923 College librarians in 58 job functions

Collection Methodology

Updating faculty names and the courses they teach are an integral part of keeping our database current. We do this through:

- + Review of class schedules published each semester
- + Department-level mailings
- + Phone interviews
- + College catalog reviews

In addition, we update our database of names and addresses of college administrators and librarians and collect vital demographic data through our annual survey of all accredited two- and four-year colleges.

¹Source: U.S. Department of Education.

Order your mailing lists
or run counts online at
www.schooldata.com.

COLLEGE UNIVERSE

	Colleges	Faculty	Dept Chairs	Administrators
Senior Colleges	3,335	856,400	38,910	71,069
Junior/Community/Technical Colleges	2,617	351,125	13,697	29,646
Total	5,952	1,207,525	52,607	100,715

FACULTY AND DEPARTMENT CHAIRPERSONS

	Faculty	Dept Chairs		Faculty	Dept Chairs
Agriculture and Animal Science	29,304	1,038	Library Science	3,273	51
Allied Health	53,155	3,063	Mathematics	86,950	2,221
Business	129,280	3,909	Medicine	60,470	3,695
+ Accounting and Tax	20,207	874	Military Science	3,581	519
+ Business Law	10,008	99	Natural and Physical Sciences	121,391	5,104
+ Finance	17,076	450	+ Astronomy	4,664	220
+ Management	51,259	790	+ Biological Sciences	57,353	1,506
+ Marketing	19,518	515	+ Chemistry	29,299	1,208
+ Real Estate	2,906	72	+ Geology	10,857	497
Communications	79,204	1,987	+ Oceanography	3,699	73
Computer Science	76,685	2,108	+ Physics	20,348	1,025
Dental Science	7,598	699	Nursing	39,658	1,224
Education	128,204	2,713	Physical Education	62,128	1,379
Engineering	53,881	1,829	Social Sciences	231,675	9,187
English Language and Literature	129,904	2,153	+ Anthropology	23,741	576
Fine and Applied Arts	143,521	4,757	+ Archaeology	2,192	36
+ Architecture	11,872	202	+ Economics	24,228	958
+ Arts – Art History and Studio Arts	51,009	1,416	+ Geography	10,899	347
+ Music	44,470	1,423	+ History	59,674	1,241
+ Performing Arts	38,358	140	+ Philosophy	26,407	1,032
Foreign Languages and Literature	43,317	1,941	+ Political Science	35,584	1,165
General Studies	47,145	656	+ Psychology	76,086	1,419
Law	39,103	244	+ Religion	28,590	1,250
			+ Social Work	16,433	519
			+ Sociology	42,026	978
			Vocational Education	118,250	4,844

Detailed selections available for all disciplines.

CAREER AND TRADE SCHOOL ADMINISTRATORS

Call for counts.

PRICING

Base Prices

Institutions	
Colleges and Universities	\$52/M
College Libraries	\$52/M
Personnel	
Faculty by Name	\$83/M
Deans/Administrators	\$83/M
Librarians	\$83/M

Specific Selects

Admissions Requirements	\$10/M
Affiliation	\$10/M
Calendar System	\$10/M
Carnegie Classifications	\$10/M
Enrollment	\$10/M
Faculty Size	\$10/M
Highest Degree Offered	\$10/M
Minority Enrollment Percentage	\$10/M
Student Services	\$10/M
Technology Selects	\$10/M-\$14/M
Tuition Expense	\$10/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
--------------	-------------

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.

DEANS AND ADMINISTRATORS

	Total		Total
Academic Deans	8,255	Business Office	20,443
Cabinet	11,307	Student Affairs	20,225
Academic Affairs	13,258	Technology	9,925
Admissions Office	12,259	Educational Services	4,846

COLLEGE LIBRARIES

	Total		Total
Main	4,009	Law	211
Department ¹	1,109	Medical	161

COLLEGE LIBRARIANS

	Total		Total
College Librarians	19,923	Collection Development Directors	1,297
Library Directors	3,992	Digital Librarians	275
Directors/Head Librarians (Special/Dept)	1,363	Distance Learning Librarians	107
Assistant Library Directors	691	Government Documents Librarians	687
Law Library Directors	196	Interlibrary Loan Librarians	1,611
Medical Library Directors	156	Learning Resources Center Directors	359
Acquisitions Librarians	1,411	Reference/Public Service Librarians	3,348
Archivists	918	Serials/Publications Librarians	1,578
Audiovisual/Media Directors	862	Systems/Automation Librarians	1,012
Cataloging Librarians	1,133	Technical Service Librarians	1,861
Circulation/Access Librarians	2,149		

¹Includes art, history, religion, and other department libraries.



www.schooldata.com
mdrinfo@dnb.com

Eastern Region
800-333-8802
 1 Forest Parkway
 Shelton, CT 06484-6147
 Fax: 203-926-0784

Midwest Region
800-243-5538
 20 South Clark Street
 Suite 2100
 Chicago, IL 60603-1818
 Fax: 203-926-0784

Western Region
800-243-5538
 150 Spear Street
 Suite 1300
 San Francisco, CA 94105-1540
 Fax: 203-926-0784