

MDR's Library Market

Reach Your Most Responsive Library Audience

With more targeted selections than any other source and comprehensive library market coverage—public, school, and college—MDR provides the marketing knowledge you need to reach the right library contacts for your products and services. Choose from the selections shown here, or call your MDR Representative for a complete list of our offerings.

Market Facts¹

Public libraries serve 97% of the total U.S. population, have an operating expenditure totaling \$8.6 billion, and maintain a nationwide materials circulation of 2 billion.

According to statistics for the latest year tracked, visits to U.S. public libraries totaled 1.3 billion. Patrons who frequented these libraries had access to 804.9 million books, 38.8 million audio materials, and 36 million videos.

Direct Response Index™ (DRI)

Specifically designed for public libraries, **DRI** lets you reach libraries and librarians more likely to buy your products and services through direct mail. **DRI** is an exceptional way to customize your marketing approach based on a library's propensity to buy. Use this data-rich tool alone or with other selections, such as number of volumes or population served. **Call for details.**

And target Power Buyers...

educators with an even higher propensity to reply favorably to your promotions.

¹Source: NCES Public Libraries in the United States: Fiscal Year 2004, August 2006.

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

PUBLIC LIBRARIES

Public Library Universe

	Libraries	Librarians by Name	Library Buyers ¹
Total Libraries	16,603	44,506	9,524
+ Main Public Libraries	8,954	28,682	7,584
+ Library Systems	303	1,498	191
+ System Cooperatives	213	575	73
+ State Libraries	91	393	30
All Main Libraries	9,561	31,148	7,878
Branch Libraries	7,042	13,358	1,646

Public Library Personnel

	Mains and Branches	Mains Only	Library Buyers ¹	Personnel in High DRI Libraries ²
Public Library Personnel	44,506	31,148	9,524	20,653
Library Directors	8,960	8,957	3,844	1,288
Assistant Directors	3,316	3,314	617	766
Branch Heads	6,492	1	1,034	4,850
Acquisitions	923	792	279	480
Adult Services	2,242	1,533	244	1,380
Audiovisual	698	598	135	448
Book/Materials Selections	507	424	99	332
Children's	6,314	4,091	2,000	3,326
Circulation	3,814	2,821	268	1,471
Classification/Catalog	2,080	1,965	308	899
Interlibrary Loan	1,687	1,520	149	654
Literacy Coordinators	839	698	218	414
Periodicals	732	610	100	414
Reference	3,846	2,676	415	2,524
Systems/Automation	930	876	86	548
Technical Services	604	563	74	231
Young Adult	1,766	1,195	422	1,109
Librarians (Unclassified)	1,957	1,271	159	866

PUBLIC LIBRARY SELECTS

Book Budget

	Total	Main Libraries	Branch Libraries
\$1-\$4,999	2,217	2,159	58
\$5,000-\$19,999	3,085	2,822	263
\$20,000-\$99,999	3,960	2,719	1,241
\$100,000+	7,025	1,575	5,450

Media Budgets

	Main Libraries
\$1-\$2,999	1,433
\$3,000-\$14,999	1,571
\$15,000+	1,086
Total	4,090

¹Reach librarians who have been identified as direct mail buyers.

²Personnel in public libraries with High and Medium-High DRI scores.

Over Please for More
Library Selects

PRICING

Base Prices

Institutions	
Public Libraries	\$52/M
School and District Buildings, Regional and County Centers	\$39/M
Colleges	\$52/M

Personnel

Public Librarians/School Librarians	\$68/M
Librarians/Teachers	\$68/M
Principals/Headmasters	\$42/M
PTA/PTO Presidents	\$68/M
School Store Managers	\$68/M
School District Administrators	\$65/M
College Personnel	\$83/M

Direct Mail Buyers

College Faculty/Administrators	\$105/M
District Administrators	\$105/M
School Teachers/Librarians	\$105/M

Specific Selects

Book Budget	\$10/M
Direct Response Index™ (DRI)	\$35/M
DRI With Buyers	\$20/M
Household Income	\$10/M
Lifestyle _{NE} Indicator	\$25/M
Media Budgets	\$10/M
Number of Branches	\$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
Postal Presort	\$10/M (\$100 Minimum)

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.

Household Income

	Mains and Branches	Mains Only
Under \$30,000	2,036	995
\$30,000-\$39,999	4,750	2,816
\$40,000-\$49,999	4,442	2,752
\$50,000+	5,375	2,998

Lifestyle_{NE} Indicator

	Total
Urban	1,720
Suburban	2,131
Second City	1,720
Town and Country	11,032

SCHOOL LIBRARIES

Key Decision Makers

	Total ³	Elementary	Secondary Schools	Buyers at School ⁴	Personnel in High DRI Schools ⁵
Librarians	84,031	49,643	28,825	56,628	35,337
Media Specialists	41,715	23,569	16,563	29,410	16,169
Resource Teachers	51,945	29,030	21,029	17,089	20,122
English Teachers	245,914	24,046	204,274	72,815	68,771
Literacy Coordinators	1,690	938	582	832	603
Multimedia Coordinators	1,819	1	1,598	245	377
PTA/PTO Presidents	34,788	28,189	5,098	1,748	16,155
Reading Teachers	80,792	31,834	45,007	32,592	28,286
Remedial Reading Teachers	26,896	19,053	6,360	13,807	13,185
School Store Managers	5,278	2,475	2,280	2,145	2,451
Special Ed Teachers	217,141	90,268	106,174	53,656	68,968
Teachers/Gifted Students	27,381	17,188	9,528	11,238	10,663
Technology Champions	28,232	16,274	9,927	16,092	12,548
Technology Coordinators	41,910	25,276	12,410	14,164	18,649
Title I Teachers	23,866	20,539	2,211	11,919	12,005

COLLEGE LIBRARIES

	Buildings	Librarians by Name
Senior College	3,587	14,440
Junior College	2,180	5,230
College Law	211	1,258
College Medical	161	821

SPECIAL LIBRARIES

	Buildings	Librarians by Name
Corporate	516	469
Law	2,610	2,541
Medical	1,979	1,873
Music	66	63

³Total counts include Buyers at School.

⁴Educators who have purchased through direct mail.

⁵Personnel in schools with High and Medium-High DRI scores.



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