

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:

- + 1,409,848 Faculty names in 4,081 course designations
- + 101,522 Administrators in 143 job functions
- + 19,447 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	4,593	1,042,250	35,961	71,522
Junior/Community/Technical Colleges	2,775	367,598	13,522	29,903
Total	7,368	1,409,848	49,483	101,522

FACULTY AND DEPARTMENT CHAIRPERSONS

	Faculty	Dept Chairs	Faculty	Dept Chairs	
Agriculture and Animal Science	31,893	999	Library Science	3,690	48
Allied Health	64,529	2,941	Mathematics	95,387	2,216
Business	138,991	3,897	Medicine	141,622	1,734
+ Accounting and Tax	22,898	864	Military Science	4,194	467
+ Business Law	9,241	97	Natural and Physical Sciences	143,277	5,043
+ Finance	18,097	445	+ Astronomy	4,975	217
+ Management	55,136	789	+ Biological Sciences	66,357	1,485
+ Marketing	20,917	505	+ Chemistry	35,229	1,184
+ Real Estate	2,842	73	+ Geology	12,975	494
Communications	83,543	1,950	+ Oceanography	3,444	69
Computer Science	77,303	2,010	+ Physics	22,707	1,003
Dental Science	11,419	389	Nursing	49,882	1,225
Education	136,974	2,693	Physical Education	66,289	1,371
Engineering	60,843	1,772	Social Sciences	255,909	9,130
English Language and Literature	136,703	2,134	+ Anthropology	21,863	565
Fine and Applied Arts	155,946	4,644	+ Archaeology	1,983	34
+ Architecture	12,996	194	+ Economics	27,375	934
+ Arts - Art History and Studio Arts	53,268	1,373	+ Geography	11,247	344
+ Music	49,391	1,404	+ History	58,200	1,208
+ Performing Arts	38,432	138	+ Philosophy	27,160	1,002
Foreign Languages and Literature	50,223	1,927	+ Political Science	37,889	1,174
General Studies	47,357	625	+ Psychology	77,938	1,417
Law	37,579	234	+ Religion	29,277	1,249
			+ Social Work	17,808	520
			+ Sociology	41,769	952
			Vocational Education	126,295	4,588

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	\$92/M
Deans/Administrators	\$92/M
Librarians	\$92/M

Specific Selects

Admissions Requirements	\$12/M
Affiliation	\$12/M
Calendar System	\$12/M
Carnegie Classifications	\$12/M
Enrollment	\$12/M
Faculty Size	\$12/M
Highest Degree Offered	\$12/M
Minority Enrollment Percentage	\$12/M
Student Services	\$12/M
Technology Selects	\$20/M
Tuition Expense	\$12/M

Selection Option Charges

Geographic (State/SCF/ZIP Code)	\$12/M
Keycoding	\$3/M
ZIP Match	\$3/M

Electronic Delivery Options

CD-ROM	\$40/List
Diskette	\$40/List
Email	\$40/List
FTP	\$40/List

Stock/Output Charges

Cheshire Labels	\$15/M
Pressure-Sensitive Labels	\$15/M

Minimum charge of \$100 on all print label orders.

Minimum Order

One-Time Use	\$400/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.

DEANS AND ADMINISTRATORS

	Total		Total
Academic Deans	8,291	Business Office	20,489
Cabinet	11,439	Student Affairs	20,299
Academic Affairs	13,145	Technology	9,744
Admissions Office	12,444	Educational Services	4,757

COLLEGE LIBRARIES

	Total		Total
Main	4,066	Law	214
Department1	1,109	Medical	164

COLLEGE LIBRARIANS

	Total		Total
College Librarians	19,447	Collection Development Directors	1,391
Library Directors	3,941	Digital Librarians	369
Directors/Head Librarians (Special/Dept)	733	Distance Learning Librarians	159
Assistant Library Directors	1,306	Government Documents Librarians	667
Law Library Directors	198	Interlibrary Loan Librarians	1,530
Medical Library Directors	156	Learning Resources Center Directors	302
Acquisitions Librarians	1,333	Reference/Public Service Librarians	3,325
Archivists	865	Serials/Publications Librarians	1,489
Audiovisual/Media Directors	770	Systems/Automation Librarians	996
Cataloging Librarians	1,147	Technical Service Librarians	1,838
Circulation/Access Librarians	2,157		

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



Test MDR's College Faculty in your next mailing!
Call us today for a free consultation and list recommendation.

800-333-8802 • www.schooldata.com • mdrinfo@dnb.com