

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	16,724	44,465	8,234
+ Main Public Libraries	8,979	28,641	6,700
+ Library Systems	306	1,490	160
+ System Cooperatives	212	575	64
+ State Libraries	91	391	27
All Main Libraries	9,588	31,097	6,951
Branch Libraries	7,136	13,368	1,283

Public Library Personnel

	Mains and Branches	Mains Only	Library Buyers ¹	Personnel in High DRI Libraries ²
Public Library Personnel	44,465	31,097	8,234	20,449
Library Directors	8,961	8,958	3,473	1,260
Assistant Directors	3,300	3,298	547	752
Branch Heads	6,540	2	863	4,880
Acquisitions	918	790	253	473
Adult Services	2,226	1,526	218	1,357
Audiovisual	695	594	113	442
Book/Materials Selections	504	421	83	322
Children's	6,278	4,076	1,575	3,273
Circulation	3,810	2,818	250	1,460
Classification/Catalog	2,071	1,958	263	879
Interlibrary Loan	1,682	1,515	133	638
Literacy Coordinators	832	691	189	406
Periodicals	728	606	90	403
Reference	3,833	2,665	372	2,489
Systems/Automation	929	874	84	543
Technical Services	616	575	69	238
Young Adult	1,756	1,192	310	1,094
Librarians (Unclassified)	1,957	1,271	149	855

PUBLIC LIBRARY SELECTS

Book Budget

	Total	Main Libraries	Branch Libraries
\$1-\$4,999	2,214	2,156	58
\$5,000-\$19,999	3,082	2,819	263
\$20,000-\$99,999	3,961	2,719	1,242
\$100,000+	7,109	1,574	5,535

Media Budgets

	Main Libraries
\$1-\$2,999	1,432
\$3,000-\$14,999	1,571
\$15,000+	1,086
Total	4,089

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 Colleges	\$42/M \$52/M

Personnel

Public Librarians/School Librarians	\$72/M
Librarians/Teachers	\$72/M
Principals/Headmasters	\$44/M
PTA/PTO Presidents	\$72/M
School Store Managers	\$72/M
School District Administrators	\$68/M
College Personnel	\$92/M

Direct Mail Buyers

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

Specific Selects

Book Budget	\$12/M
Direct Response Index™ (DRI)	\$35/M
DRI With Buyers	\$20/M
Household Income	\$12/M
Lifestyle _{NE} Indicator	\$25/M
Media Budgets	\$12/M
Number of Branches	\$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
Postal Presort	\$10/M (\$100 Minimum)

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.

Household Income	Mains and Branches	Mains Only
Under \$30,000	1,803	881
\$30,000-\$39,999	4,302	2,444
\$40,000-\$49,999	4,725	2,981
\$50,000+	5,894	3,282

Lifestyle_{NE} Indicator

	Total
Urban	1,730
Suburban	2,168
Second City	1,735
Town and Country	11,082

SCHOOL LIBRARIES

Key Decision Makers	Total ³	Elementary	Secondary Schools	Buyers at School ⁴	Personnel in High DRI Schools ⁵
Librarians	80,136	47,394	27,297	51,016	34,957
Media Specialists	41,445	23,456	16,333	27,644	17,593
Resource Teachers	55,931	31,397	22,598	17,814	23,750
English Teachers	265,811	28,792	216,566	72,720	81,140
Literacy Coordinators	1,710	980	566	796	589
Multimedia Coordinators	2,215	1	1,924	236	450
PTA/PTO Presidents	30,952	25,142	4,471	1,397	15,052
Reading Teachers	92,570	39,035	48,434	35,656	35,397
Remedial Reading Teachers	27,105	18,880	6,782	13,672	13,842
School Store Managers	4,676	2,170	2,044	1,908	2,291
Special Ed Teachers	242,257	100,722	117,888	53,968	80,583
Teachers/Gifted Students	28,399	17,784	9,858	11,123	11,843
Technology Champions	23,466	13,406	8,468	12,236	10,790
Technology Coordinators	39,151	23,211	11,923	11,232	17,914
Title I Teachers	23,572	20,217	2,294	10,997	12,073

COLLEGE LIBRARIES

	Buildings	Librarians by Name
Senior College	3,618	14,560
Junior College	2,231	5,190
College Law	214	1,285
College Medical	164	818

³Total counts include Buyers at School.

⁴Educators who have purchased through direct mail.

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



Test MDR's Library information for your next mailing!
Call us today for a free consultation and list recommendation.

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