

MDR's Teacher Names

Unmatched in the Industry

With MDR's best-in-class information, our universe of teacher names is a resource like no other! Consistently accurate, timely, and complete, MDR's teacher names cover 95+% of the total U.S. teacher population. Reach new teachers, direct mail buyers, those with a high likelihood to respond to direct mail offers, and more with **MDR's Universe of Teacher Names**. Call your MDR Representative for a complete list of our offerings.

Job Title	Total Teachers	Job Title	Total Teachers	Job Title	Total Teachers
Principal Group Total	194,900	Family/Consumer Sciences Dept Chairs	2,368	Journalism	10,689
Principals	114,810	+ Family/Consumer Sciences	25,438	Literacy Coordinators	1,777
Assistant Principals	75,934	+ Child Development	8,034	Literature	17,665
Elementary Principals	1,674	+ Consumer Economics	245	Reading First Coordinators	2,211
Middle/Jr High Principals	967	Culinary Arts	5,038	Reading Recovery	6,721
Secondary Principals	1,617	+ Food/Nutrition	8,241	Reading/Literacy Coaches	11,234
Grade Teacher Group Total	1,733,854	Technology Ed/Trade Dept Chairs	2,890	Remedial Reading	26,909
Pre-Kindergarten	58,827	+ Technology Ed/Trade	41,157	Speech/Debate	12,659
Kindergarten	192,294	+ Agriculture Ed	11,055	Spelling	1,505
Pre-First Grade	711	+ Auto Mechanics/Repair	5,674	Writing/Composition	15,121
Grade 1	203,582	+ Cloth/Textiles	1,301	AP English ¹	4,910
Grade 2	198,505	+ Commercial Art	909	Fine Arts Group Total	30,768
Grade 3	193,959	+ Construction Trades	6,122	Fine Arts Dept Chairs	1,928
Grade 4	177,043	+ Co-Op/Work Experience	4,235	Fine Arts	10,878
Grade 5	171,039	+ Cosmetology	1,808	Dance	4,335
Grade 6	139,298	+ Drafting	6,139	Drama	15,530
Grade 7	111,351	+ Electronics	2,000	AP Fine Arts ¹	80
Grade 8	106,789	+ Graphic Arts	2,094	Foreign/World Languages	
Grade 9	21,404	+ Horticulture	2,625	Group Total	114,922
Grade 10	12,703	+ NEW! Manufacture/Processing	342	Foreign/World Languages Dept Chairs	6,635
Grade 11	13,318	+ Media Communications	3,271	Foreign/World Languages	24,483
Grade 12	11,702	+ Metalwork	2,190	Chinese	896
Head Teachers	8,963	+ Welding	2,437	French	17,931
Head Start	2,009	+ Woodworking	5,782	German	4,987
Lead Teachers (Pre-K to Grade 6)	15,180	Computer Science Group Total	128,405	Italian	1,047
Team Leaders	3,131	Computer Science Dept Chairs	1,738	Japanese	954
Art Group Total	92,297	Computer Science	39,556	Latin	4,283
Art Dept Chairs	5,683	Computer Applications	11,945	NEW! Middle Eastern/Arabic	49
Art	88,732	Computer Lab Supervisors	24,133	Russian	220
Art History/Appreciation	1,647	Computer Literacy	10,576	Sign Language	1,087
Craft	3,091	Computer Math	648	Spanish	64,938
Photography	1,230	Computer Programming	3,017	AP Foreign/World Languages ¹	1,594
AP Art ¹	693	NEW! Computer Technicians	3,096	Guidance Services Group Total	188,378
Career & Technical Ed Group Total	181,040	Desktop Publishing	2,626	Guidance Dept Chairs	5,794
Career & Technical Ed Dept Chairs	2,799	Internet/Web Site	3,370	Guidance Counselors	120,762
+ Career & Technical Ed	10,260	Multimedia	2,180	Admissions Directors	3,061
+ Career Ed	7,377	Networking	1,258	Career Center Technicians	1,754
+ NEW! Criminal Justice	165	Technology Champions	21,226	Conflict Management Instructors	1,092
+ NEW! Engineering	1,477	Technology Coordinators	47,659	Counselors/Career & Technical Ed	1,434
+ Health Occupations	5,964	Webmaster	4,477	Counselors/College Placement	2,349
+ Marketing/Distributive Ed	6,080	AP Computer Science ¹	240	Counselors/Testing	1,720
Business/Office Ed Dept Chairs	3,045	English & Reading Group Total	400,336	NEW! Deans of Students	1,388
+ Business/Office Ed	30,920	English Dept Chairs	13,140	Dropout Prevention Coordinators	1,911
+ Accounting	8,031	English/Language Arts	276,434	NEW! In-School Suspension Directors	1,835
+ Business Law	1,394	Reading	93,772	Parental Involvement Coordinators	5,803
+ Keyboarding/Typing	14,175	American Literature	4,614	School Psychologists	28,137
+ Personal Finance	1,718	Business English	929	Social Workers	22,670
+ Word Processing	3,816	Creative Writing	4,687	Substance Abuse Awareness	
		Humanities	4,624	Coordinators	2,150

¹ Advanced Placement Teachers available by specific job function.

PRICING

Base Prices

Principals	\$44/M
Teachers	\$72/M

Specific Selects

Enrollment	\$12/M
Expenditures	\$12/M
First-Year Teachers	\$25/M
LEP Enrollment	\$12/M
NCLB Failing Schools	\$35/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.

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

Job Title	Total Teachers	Job Title	Total Teachers
Librarian/Media Group Total	100,123	Economics	12,042
Librarians	89,150	Geography	19,851
NEW! Library Aides	3,910	NEW! History	13,908
Media Specialists	41,722	Law	2,732
Mathematics Group Total	282,006	Minorities	512
Mathematics Dept Chairs	13,122	Philosophy	403
Mathematics	198,078	Psychology	8,102
Math Coaches	5,252	Religion	13,278
Pre-Algebra	12,951	Sociology/Anthropology	5,006
Algebra	60,342	State/Local History	4,485
Advanced Algebra	9,052	U.S. History	51,902
Pre-Calculus	10,050	World History/Culture	30,349
Calculus	2,505	AP Social Studies ¹	4,687
Applied Math	3,573	Special Ed Group Total	558,864
Business/Consumer Math	6,464	Special Ed Dept Chairs	9,350
General Math	30,268	Teachers/Special Ed	270,074
Geometry	13,146	Teachers/Emotionally Challenged	20,178
Remedial Math	3,078	Teachers/Gifted Student	29,022
Statistics	2,088	Teachers/Learning Differences	49,854
Trigonometry	6,437	Teachers/Mentally Challenged	23,403
AP Mathematics ¹	4,822	Teachers/Physically Challenged	7,510
Music Group Total	144,120	NEW! Teachers/Severely Challenged	631
Music Dept Chairs	5,529	Title I	25,185
Music	34,704	NEW! Title I Reading	2,771
Band Directors	33,510	Autism Specialists	6,452
Choral Directors	34,119	Early Childhood Special Needs	22,175
General Music	47,842	Hearing Specialists	9,037
Instrumental Music	19,959	Life Skills	9,450
Music Theory/Appreciation	3,500	Occupational Therapists	9,593
Orchestra Directors	8,672	Physical Therapists	5,149
AP Music ¹	262	Resource	61,863
Physical Ed/Health Group Total	209,878	NEW! Special Needs Aides	3,914
Physical Ed Dept Chairs	8,270	Speech/Language Pathologists	59,028
Physical Ed	181,612	Visually Impaired Specialists	2,939
Health	69,222	Other Teaching Staff Total	105,986
Adaptive Physical Ed	5,369	At Risk/Alternative	15,942
AIDS Awareness Instructors	1,489	Basic Skills	4,572
Total Coaches	233,090	Bilingual Ed	22,348
Science Group Total	234,751	Driver Ed	6,816
Science Dept Chairs	12,572	ESL	46,893
Science	137,846	Hospital/Homebound	1,386
Science Coaches	2,072	Study Skills	7,044
Astronomy	1,817	Teacher Mentors	3,375
Biology	41,787	Other Key Personnel Total	266,191
Chemistry	29,128	NEW! Before-/After-School Coordinators	6,147
Earth Science	14,283	Cafeteria Managers	53,634
Environmental Science	5,762	Curriculum Coordinators	6,713
General Science	13,935	Nurses	56,694
Human Anatomy/Physiology	5,062	NEW! Paraprofessional/Instruct Aides	4,400
Life Science	6,645	PTA/PTO Presidents	36,603
Physical Science	14,767	ROTC Instructors	6,759
Physics	19,004	School Newspaper Advisors	537
AP Science ¹	4,476	School Resource Officers	3,314
Social Studies Group Total	249,976	NEW! School Secretaries/ Administrative Assistants	57,328
Social Studies Dept Chairs	11,650	School Store Managers	4,275
Social Studies	139,728	Staff Development Specialists	1,517
Civics/Government	22,421	Student Activity Coordinators	3,570
Current Events	1,905	Test Preparation Teachers	682
		Yearbook Advisors	12,528

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

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