



American School and University from Penton

AMERICAN SCHOOL & UNIVERSITY magazine serves the general administrative, business and plant management personnel in public school districts, private and parochial schools, junior colleges, universities, independent vocational schools and post secondary schools.

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA

SEGMENTS

50,850	Total Universe / Universe Rate	\$150.00/M
48,779	Records with Phones	+ \$60.00/M
29,637	Email	\$375.00/M
	Transmission	+ \$50.00/M

MAINTENANCE

Market Entry	02/04/2014
New to Manager	07/27/2015
Counts Through	07/27/2015

DATA CARD MAINTENANCE

New To System	07/27/2015
Last Update	07/27/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

DESCRIPTION

The information source for education facilities and business professionals — serving the nation's K-12 and higher-education administrators responsible for the planning, design, construction, retrofit, operations, maintenance and management of education facilities. A mix of thought-provoking features, how-to-articles, industry reports, exclusive surveys, news sections, insightful columns, new product introductions and case histories are provided each month to assist education officials in better performing their jobs.

Job Title	Email	Postal
Housing/residential Life	903	181
District Supt Of Schools	24474	4924
Facilities Planning	703	110
Business/finance	31224	6491
Purchasing	537	56
Bldgs & Grounds/phys Plant	31133	6274
Architect - Engr - Cnslt	18480	4504
Safety & Security	5359	1248
Technology	422	85
Other	128	38

Title Category	Email	Postal
Top Management	37176	8077
Middle/administrative Management	29698	6377
Financial Management	9001	1675
Sales & Marketing Management	1299	288
Information Technology (it)	1059	308

Professionals		
Production Management	24225	4754
Engineering Management	7178	1851
Professionals	11828	2347
All Other Management	688	134
Vp-level	3270	689
Director-level	20840	4415
Manager-level	8969	2029
Assistant -level	5562	1107
Human Resources	264	61
Purchasing	1280	207
Retired	5	3
Senior (c-level Or Higher)	7938	1940
Students	117	30
Education	4220	892
Medical	73	16
Lawyers	36	6

Describe Work in Edu Ad	Postal	Email
Public School District	73548	14806
Post-secondary School	1085	265
Private School (k-12)	3940	989
Indept Or Govt Voc School	1795	389
Four-year College/univ	13998	3009
Two-year College	4673	912
Architectural - Eng / Cnsl	13885	3458
Other	160	56

Enrollment	Postal	Email
25000 Or Over (qpaid)	11	3
10000-24999 (qpaid)	12	5
1000-2999	18716	4093
2500-4999	14700	3098
5000-9999	12253	2518
20000-24999	3345	751
25000-29999	2631	611
30000 Or Over	11221	2464
Under 1000	31664	6550
10000-14999	6769	1348
15000-19999	3957	850

Total Number of Bldgs	Postal	Email
100+	4209	1043
76-100	1567	406
51-75	2108	511
21-50	4725	1135

20-Nov	4431	1049
10-Jun	4504	1110
5 Or Less	7045	1864

Total Sq Ft Of Bldgs	Postal	Email
10 Million+	2446	643
7-9 Million	1343	368
4-6 Million	2312	607
1-3 Million	5352	1272
500000-999999	6105	1434
Less Than 500000	8764	2357

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(schooling, education, college, high school, system)

SELECTS

Bus/Industry Type	\$15.00/M
Enrollment	\$15.00/M
Max per Company/Sites	\$15.00/M
Number of Buildings	\$15.00/M
Phone Number	\$60.00/M
Sales Volume	\$15.00/M
SCF	\$10.00/M
School Type	\$15.00/M
SIC/NAICS Code	\$15.00/M
State	\$10.00/M
Zip	\$10.00/M
Job Title	\$15.00/M
Square Footage Raw	\$15.00/M
Employee Size	\$15.00/M

GENDER

Male	64%
Female	27%

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	0%
Minimum Quantity	0
Run Charges	\$10.00/M

EXCHANGES

Exchange is not allowed

REUSE

Please inquire

CANCELLATION

Charges	\$50.00/F
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CANCELLATION INSTRUCTIONS

All orders cancelled after tests have been sent will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the maildate.

KEY CODING

Key Coding is available	
Charges	\$3.00/M

ADDRESSING

FTP	\$75.00/F
CARTRIDGE	\$25.00/F
DISKETTE	\$25.00/F
EMAIL	\$75.00/F
P/S LABELS	\$10.00/M
RUN CHARGE	\$10.00/M

SPECIAL INSTRUCTIONS

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