



Mailing Services

Reach thousands of business school professors!

The Online Business Guidebook is a student-run non-profit organization established to provide public education on starting and running an online business. Proceeds benefit the Virginia Tech Foundation. The organization publishes a hardcopy tutorial Guidebook for students, professors, and entrepreneurs. Thanks to the broad distribution of the Guidebook, we have the ability to reach **more than 20,000 business school professors** at **over 400 US business schools**. We invite you to promote your book, software, product, or service via a direct mail campaign to our list.

**Harvard Business Press book authors have trusted us to promote their book via direct mail.
Let us help you reach thousands of business school professors via mail !**

Costs

Costs for a direct mail campaign with the Online Business Guidebook **start at only 20 cents per recipient**, plus the costs of printing (if required) and postage. If you already have a direct mail piece designed and printed we can mail it out to our list – or a targeted segment of our list – for you. If you need help with design and printing for your campaign, we have established relationships with professional creative firms and printing companies that can provide these services.

Terms and Conditions

- Basic cost is 20 cents per recipient. Add 10 cents per recipient if you wish to specify filters.
- Minimum order: 2,000 recipients.
- Full payment due 2 weeks prior to mailing. Services are non-cancellable and non-refundable.
- Mailing design and printing services are through independent organizations who we partner with. Any contracts you enter into with our partners are direct relationships with the partner organization and we do not undertake any responsibility for their services.
- We do not disclose data from our list, though small samples of 10 records are available to help you assess data quality. We will not provide the records in the data set used for your mailing – we provide mailing services only.
- Measures have been taken to ensure data quality. However, we cannot guarantee the accuracy or outcome of any mailing. Our liability is limited to the amount paid to us for your mailing campaign (excluding printing and postage costs).

**READY TO GET STARTED WITH YOUR CAMPAIGN ?
CONTACT US AT mailing@businessguidebook.org TODAY !**

Available Data

General Data Characteristics	
Total unique universities	406
Total unique professors	25,500
Estimated students taught	510,000

Major	Count of Professors
Management	5,977
Accounting	3,147
Marketing	2,850
Information Systems	2,683
Finance	2,613
Economics	1,799
Other	6,430

State	Count of Professors
New York	1,773
Texas	1,763
California	1,603
Illinois	1,497
Florida	1,162
North Carolina	1,154
Ohio	957
Virginia	957
Massachusetts	952
Michigan	881
Georgia	817
Other	10,608