

American Road and Transportation Builders Association



5,777 Members and Subscribers \$150/M

ARTBA, a national federation, is the only organization that exclusively represents the transportation construction industry. Founded in 1902, ARTBA seeks to ensure that there is adequate federal support for national transportation development programs and that its members can operate their businesses free of unnecessary federal regulation.

ARTBA's membership is comprised of the Major decision makers, CEOs, Presidents and Owners, with a membership division for each of the industry's major sectors: Contractors; Planning & Design; Transportation Officials; Materials & Services; Traffic Safety Industry; Public-Private Ventures; Educational; and Manufacturers.

ARTBA believes that building safety into the highway system should be a top priority of transportation policymakers, planners and appropriators at all levels of government.

Average Unit of Sale: \$1,500/yr (Membership)
 Address Type: 99% Business
 Source: 100% Direct Mail Generated

<u>Selections Available by Division</u>	<u>estimated counts</u>
Contractors	3,553
Planning & Design	559
Transportation Officials	467
Traffic Safety Industry	189
Public-Private Ventures	112
Research & Education	153
Materials & Services	314

Overall Demographic Information:

- Male: 86%
- Average Income: \$150,000
- Average Age: 46-55

If this list interests you, we also manage:
 Society of Naval Architects & Marine Engineers

ARTBA reserves the right to refuse orders deemed by ARTBA to be contrary to the best interests of the membership.

MGI believes the data contained within this list to be correct, but cannot guarantee the outcome of any mailing. In no event will MGI's liability exceed the cost of the list.

Selections Available:

State, SCF	\$10/M
Key Code	\$5/M
Nth Select	N/C
Division	\$15/M

Delivery Format:

Pressure Sensitive Labels	\$35/M
By E-mail with NCOA	\$85

File Update:	Quarterly
Last Update:	2/10

TERMS AND CONDITIONS:

- Minimum order: 2,000 Names
- List rental for one-time use only
- Sample mailing piece required
- 48 hours turn around time once sample is approved by list owner
- Standard 20% commission to recognized brokers
- First time customers must prepay
- For rush orders less than 5 days, add \$50
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment is required for orders cancelled after mail date

DELIVERABILITY GUARANTEE:

The list owner guarantees 100% address deliverability on this list. A refund of 35 cents per piece of undeliverable mail will be issued by MGI to the mailer upon the list owner's confirmation of the undeliverable addresses. MGI must receive the undeliverable addresses from the use of this list within 90 days of invoice date for the mailer to qualify for this refund.



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