

ASAE

The Center for Association Leadership

16,798 Active US Members \$250/M
(Includes Industry Partners)

ASAE (formerly the American Society of Association Executives) is the membership organization and voice of the association profession. Founded in 1920, ASAE now has more than 22,000 association CEO's, staff professionals, industry partners, and consultant members.

ASAE serves approximately 10,000 associations that represent more than 287 million people and organizations worldwide.

This is a postal mailing list; no email addresses, faxes, or phone numbers are available.

See the attached pages for details on selections, including hotlists.

Address Type: 96% Business

Source: Membership

Demographic Information:

- Male 44%
- Female 56%

If this list interests you, we also manage:

Academy of Management
Association of Fundraising Professionals
Direct Marketing Association of Washington (DMAW)
Federal Managers Association
National League of Cities



Selections Available:

State, SCF	\$10/M
Key Code	\$5/M
Industry Code	\$20/M
Company Type	\$20/M
Job Function	\$20/M
Position Type	\$20/M
Organization Revenue	\$20/M
Organization Scope	\$20/M
Staff Size & Membership Size	\$20/M
Hot List	\$30/M

Delivery Format:

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

File Update:	Quarterly
Last Update:	6/10

TERMS AND CONDITIONS:

- Minimum order: 2,500 names
- List rental for one-time use only
- Sample mailing piece required
- 48 hours turn around once sample is approved
- First time customers must prepay
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment required for orders cancelled after mail date

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



THE ASSOCIATION LIST COMPANY

A Division of Marketing General Inc.
209 Madison Street, Suite 300, Alexandria, VA 22314

1-800-899-4420 ext 383

Fax: 703-549-0697

Attn: **Candy Brecht**

e-mail: cbrecht@MGILists.com

web address: www.mgilists.com

Hot Lists available from ASAE +\$30/M per Hot List selected

**** Primary Function select only ****
Secondary Function select available upon request

- Chief Staff Officers** **approx 4,539 names**
Decision Makers who lead and manage associations and non-profit organizations
- Meeting & Exhibition Decision-Makers** **approx 5,852 names**
Chief Staff Executives and Meeting Planners who are involved in booking and planning events
- Technology Decision-Makers** **approx 5,714 names**
Chief Staff Officers and Association Executives who manage the technology needs of their organization
- Marketing & Communication Decision-Makers** **approx 1,323 names**
Association Executives who market products, services and events for their organization or who are involved in publication management, PR or communications
(approximately 1,700 names)
- Finance & Administrative Decision-Makers 1** **approx 1,998 names**
Association Executives who are responsible for finance, HR and other operational functions within the association
- Finance & Administrative Decision-Makers 2** **approx 7,269 names**
Chief Staff Officers and Executive Management, Strategic Planning & Governance
- Medical / Dental / Pharmaceutical / Healthcare** **approx 2,500 names**
Association Decision-Makers Association Executives who lead medical-related organizations.
Includes CEOs, Deputy Executive Directors and Senior Staff

ASAE postal mailing list selections, continued

SPECIALIZED LISTINGS - ASAE

Company Type:

AMC (Association Management Company)	798
Combined Trade/Prof-Mainly Company	1,175
Combined Prof/Trade- Mainly individuals	736
Consultant	568
CVB (Visitors Bureau)	395
Education Institution	107
Federation of Associations	117
Government Agency	32
Hotel, Convention Center/Hospitality Ind.	593
Industry Partners	1,157
Philanthropic, Foundation, or Charitable Org.	691
Professional Association	5,464
Trade Association	3,740

Primary Job Function:

Chief Staff Officer (#1)	665
Communications, Public Relations & Publications	855
Component Relations	192
Convention, Exposition & Meeting Planning	698
Exec Mgmt, Strategic Planning, Governance, Chief Staff Off	6,210
Finance	1,011
Fundraising, Development & Sponsorships	173
Government Relations & Public Policy	469
Human Resources	207
International Affairs	57
Legal	342
Marketing	757
Membership, Customer Service & Data Entry	1,254
Operations and Administration	1,081
Prof Development, Credentialing & Knowledge Mgmt.	867
Sales	1,211
Survey and Research	96
Technology	530

Industry Code – list available upon request, call for counts

Staff Size & Membership Size

Position Level:

Chief Staff Officer (#1)	5,721
Deputy Executive Director (#2)	704
Senior Staff	5,942
Mid Level Management	2,956
Administrative Staff	659
Retired/Unemployed/Student	754

Organizational Revenue:

Less than \$100 thousand	545
\$100 thousand but less than \$500 thousand	1,174
\$500 thousand but less than \$1 million	1,194
\$1 million but less than \$5 million	3,694
\$5 million but less than \$10 million	1,704
\$10 million but less than \$25 million	1,987
\$25 million but less than \$50 million	879
\$50 million but less than \$100 million	423
Over \$100 million	285
Unknown (O, U)	3,393

Organizational Scope:

Local	935
State/Province	2,386
Regional	540
National	3,696
US and Canada combined	147
US with some International	1,055
International	3,458



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