

ASAE

The Center for Association Leadership

16,838 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
ICMA (International City/County Management Association)
National League of Cities

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.



Selections Available:

Hot List	\$30/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
State, SCF	\$10/M
Key Code	\$5/M

Delivery Format:

By Email	\$80 Flat
NCOA, if requested	\$45 Flat
Pressure-Sensitive Labels	\$35/M

File Update: Quarterly
Last Update: 10/10

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
- 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 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.


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

Raw counts are shown before intrafile dupes are removed.

Company Type

AMC (Association Management Company)	798
Combined Trade/Prof-Mainly Company	1,172
Combined Prof/Trade- Mainly individuals	740
Consultant	574
CVB (Visitors Bureau)	402
Education Institution	112
Federation of Associations	113
Government Agency	32
Hotel, Convention Center/Hospitality Ind.	562
Industry Partners	1,151
Philanthropic, Foundation, or Charitable Org.	692
Professional Association	5,564
Trade Association	3,695

Primary Job Function

Chief Staff Officer (#1)	712
Communications, Public Relations & Publications	858
Component Relations	192
Convention, Exposition & Meeting Planning	729
Exec Mgmt, Strategic Planning, Governance, Chief Staff Off	6,150
Finance	1,012
Fundraising, Development & Sponsorships	176
Government Relations & Public Policy	482
Human Resources	213
International Affairs	50
Legal	354
Marketing	757
Membership, Customer Service & Data Entry	1,264
Operations and Administration	1,114
Prof Developmnt, Credentialing & Knowledge Mgmt	884
Sales	1,158
Survey and Research	90
Technology	528

Position Level

Chief Staff Officer (#1)	5,641
Deputy Executive Director (#2)	702
Senior Staff	5,888
Mid Level Management	3,013
Administrative Staff	718
Retired/Unemployed/Student	804

Organizational Revenue

Less than \$100 thousand	552
\$100 thousand but less than \$500 thousand	1,122
\$500 thousand but less than \$1 million	1,172
\$1 million but less than \$5 million	3,692
\$5 million but less than \$10 million	1,706
\$10 million but less than \$25 million	2,023
\$25 million but less than \$50 million	869
\$50 million but less than \$100 million	427
Over \$100 million	294
Unknown (O, U)	3,462

Organizational Scope

Local	903
State/Province	2,346
Regional	537
National	3,685
US and Canada combined	148
US with some International	1,061
International	3,469



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