

ASAE & The Center for Association Leadership



17,460 Active US Members \$250/M
(Includes Industry Partners)

ASAE & The Center is the membership organization and voice of the association profession. Founded in 1920, ASAE & The Center now has more than 22,000 association CEO's, staff professionals, industry partners, and consultant members.

ASAE & The Center serve 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
American Bus Association
Association of Fundraising Professionals
Direct Marketing Association of Washington (DMAW)
Federal Managers Association

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	\$75

File Update:	Quarterly
Last Update:	1/10

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.

 **MGI Lists**
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

- Chief Staff Officers** **approx 4,800 names**
Decision Makers who lead and manage associations and non-profit organizations
- Meeting & Exhibition Decision-Makers** **approx 6,100 names**
Chief Staff Executives and Meeting Planners who are involved in booking and planning events
- Technology Decision-Makers** **approx 6,000 names**
Chief Staff Officers and Association Executives who manage the technology needs of their organization
- Marketing & Communication Decision-Makers** **approx 1,300 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 2,000 names**
Association Executives who are responsible for finance, HR and other operational functions within the association
- Finance & Administrative Decision-Makers 2** **approx 7,600 names**
Chief Staff Officers and Executive Management, Strategic Planning & Governance
- Medical / Dental / Pharmaceutical / Healthcare Association Decision-Makers** **approx 2,500 names**
Association Executives who lead medical-related organizations. Includes CEOs, Deputy Executive Directors and Senior Staff

ASAE & The Center postal mailing list, continued

SPECIALIZED LISTINGS - ASAE

Company Type:

AMC (Association Management Company)	789
Combined Trade/Prof-Mainly Company	1,272
Combined Prof/Trade- Mainly individuals	741
Consultant	525
CVB (Visitors Bureau)	408
Education Institution	90
Federation of Associations	119
Government Agency	31
Hotel, Convention Center/Hospitality Ind.	628
Industry Partners	1,172
Philanthropic, Foundation, or Charitable Org.	715
Professional Association	5,650
Trade Association	3,900

Primary Job Function:

Chief Staff Officer (#1)	635
Communications, Public Relations & Publications	846
Component Relations	203
Convention, Exposition & Meeting Planning	690
Exec Mgmt, Strategic Planning, Governance, Chief Staff Off	6,644
Finance	1,005
Fundraising, Development & Sponsorships	173
Government Relations & Public Policy	486
Human Resources	217
International Affairs	59
Legal	358
Marketing	760
Membership, Customer Service & Data Entry	1,291
Operations and Administration	1,139
Prof Development, Credentialing & Knowledge Mgmt.	917
Sales	1,250
Survey and Research	104
Technology	556

Industry Code – list available upon request, call for counts

Staff Size & Membership Size

Position Level:

Chief Staff Officer (#1)	6,064
Deputy Executive Director (#2)	742
Senior Staff	6,068
Mid Level Management	3,028
Administrative Staff	670
Retired/Unemployed/Student	805

Organizational Revenue:

Less than \$100 thousand	584
\$100 thousand but less than \$500 thousand	1,244
\$500 thousand but less than \$1 million	1,264
\$1 million but less than \$5 million	3,900
\$5 million but less than \$10 million	1,774
\$10 million but less than \$25 million	2,064
\$25 million but less than \$50 million	884
\$50 million but less than \$100 million	437
Over \$100 million	276
Unknown (O, U)	3,366

Organizational Scope:

Local	1,025
State/Province	2,517
Regional	600
National	3,868
US and Canada combined	153
US with some International	1,069
International	3,869