

# ASTA

(formerly American Society of Travel Agents)



3,087	Postal Masterfile	\$200/M; \$150/M mbr rate
1,368	Non-US members, postal addresses	\$150/M; \$150 mbr rate
2,406	Email to ASTA members	\$300/M*; \$250/M* mbr rate

\* see right-hand column for additional fees on email blasts

ASTA is the world's largest travel trade association, representing travel agencies and travel agents in the U.S. and throughout the world.

In addition to agents, ASTA's membership includes travel suppliers, such as cruise lines, hotels, tour companies, and many other providers of travel services. ASTA agents are small businesses that sell billions of dollars worth of travel each year.

**Address Type:** 100% Business Address  
**Source:** 100% Direct Response Generated

If this list interests you, we also manage:

American Bus Association  
ASAE & The Center for Association Leadership  
Association of Fundraising Professionals  
ICMA (International City/County Management Association)  
MGI Travel & Timeshare in the U.S.  
Museum Store Association  
National Recreation and Park Association

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

#### Selections Available:

State, SCF	+\$10/M
Phone Numbers	+\$30/M
Key Code	+\$5/M
Nth Select	N/C

#### Delivery Format:

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

#### File Update:

Quarterly

#### Last Update:

10/09

#### For emails deployed to Masterfile:

- +\$100 per HTML format
- +\$100 testing fee after 3 tests
- +\$200 suppression list
- +\$100 personalization

#### TERMS AND CONDITIONS:

- Minimum order: 2,500 names on postal list; inquire about email minimums.
- 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
- 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 the postal list. A refund of 35 cents per piece of undeliverable mail will be issued 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.

 **MGI Lists**  
THE ASSOCIATION LIST COMPANY

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