

# American Bus Association



**AMERICAN BUS ASSOCIATION**

*Representing the motorcoach, tour and travel industry*

3,329	ABA Masterfile	\$95/M
865	Motorcoach & tour operators	\$115 flat
2,363	Travel industry members	\$300 flat
106	Associate Members	\$75 flat

ABA represents approximately 1,000 motorcoach and tour companies in the United States and Canada. Its members operate charter, tour, regular route, airport express, special operations and contract services (commuter, school, transit). Another 2,800 member organizations represent the travel and tourism industry and suppliers of bus products and services who work in partnership with the North American motorcoach industry.

There are 4 basic categories of ABA members:

**Motorcoach Operators** - operators own motorcoaches and provide services such as charters, tours, sightseeing, scheduled service, school bus service, special operations, and/or local receptive operations.

**Tour Operators** - organize tours without owning equipment and contracts for coach and other transportation, for hotels, attractions and other travel suppliers to offer a package. The tours are primarily to locations away from the company's hometown.

**Travel Industry** - Tourism-related companies and organizations include travel/tourism/destination marketing organizations, accommodations, attractions, food service organizations, and tourism service professionals such as receptive operators who specialize in tour planning for a local area.

**Associates** - manufacturers and suppliers of bus products and services

ABA is also home to ABA Foundation, a nonprofit organization with an emphasis on scholarships, research, and continuing education.

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

#### If this list interests you, we also manage:

American Road & Transportation Builders Association  
ASAE & The Center for Association Leadership  
Association of Fundraising Professionals  
ASTA (formerly American Society of Travel Agents)  
Human Factors & Ergonomics Society  
ICMA (International City/County Management 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. ABA 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
Member type	\$20/M
Key Code	\$5/M
Nth Select	N/C

#### Delivery Format:

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

**File Update:** every two months  
**Last Update:** 7/09

#### TERMS AND CONDITIONS:

- Minimum order: 2,500 names from Masterfile; flat-fee lists are exempt from 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
- For rush orders less than 5 days, add \$50
- \$50 fee on orders cancelled before mail date, 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.

The logo for MGI Lists features a stylized 'M' composed of three slanted bars. To the right of the 'M' is the text 'MGI Lists' in a bold, sans-serif font. Below this is the text 'THE ASSOCIATION LIST COMPANY' in a smaller, all-caps font. At the bottom, it reads 'A Division of Marketing General Inc. 209 Madison Street, Suite 300, Alexandria, VA 22314'.

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