

ICMA

(International City/County Management Association)



187,401	ICMA Masterfile	\$160/M
8,418	ICMA Active US Members	+\$15/M
5,310	ICMA Non-US Customers & Members	+\$20/M

Also see hotlists for Affordable Housing, Health & Human Services, and Parks & Recreation on next page.

ICMA creates excellence in local governance by developing and fostering professional local government management worldwide. The organization provides technical and management assistance, training, and information resources in the areas of performance measurement, ethics education and training, community and economic development, environmental management, technology, and other topics to its members and the broader local government community.

The leadership and management decisions made by ICMA's members affect nearly 185 million individuals in thousands of communities, from small towns with populations of a few hundred to metropolitan areas serving several million.

ICMA's members and buyers are top decision-makers in local government management, including city and county managers, elected officials, chief financial officers, and directors of public works, personnel, planning, purchasing, and more. The ICMA Masterfile gives you immediate postal access to such market segments as buyers of ICMA books and attendees of ICMA conferences, workshops, and best practices events.

Address Type: 90% Business 10% Home
Source: 100% Direct Mail Generated

Demographic Information:

- Male 62%
- Female 34%

If this list interests you, we also manage:

Academy of Management
American School Board Journal subscribers
ASAE & The Center for Association Leadership
Association of School Business Officials International
Federal Managers Association
International Facility Management Association
National Association of County & City Health Officials
National Association of Housing & Redevelopment Officials

Selections Available:

State, SCF	\$10/M
Job Function	\$15/M
Interest	\$15/M
Member	\$15/M
Hotlists	\$30/M
Key Code	\$5/M
Nth	N/C

Delivery Format:

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

File Update:	Quarterly
Last Update:	01/10

TERMS AND CONDITIONS:

- Minimum order: 4,000 names
- 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.

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. ICMA reserves the right to refuse orders deemed by them to be contrary to the best interests of the association.



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ICMA US MASTERFILE Raw counts before deduping between categories

Local Govt Employee (LGSTA) 115,613

<u>By JOB Function or Profession:</u>	<u>raw counts</u>
Architect, Urban Designer, Consultant (25, 31)	555
Asst Chief Admin Officer (G003)	2,702
Attorney (26)	144
Business Exec (27, 28, 29)	158
Chief Admin Officer (G002)	7,166
Chief Elected Official (G001)	9,904
Chief Financial Officer (G005)	5,369
Chief Law Enforcement Officer (G011)	8,636
Chief Librarian (G019)	3,577
Clerk (G004)	7,864
Economic Development Dir (G013, 33, 51)	3,404
Engineer (G009, 34)	3,547
Enviro Conservationist (35)	116
Federal Employee (36)	633
Fire Chief (G012)	5,874
Geo Info System Dir/Coord (G027, G028)	829
Health Officer (G006, 70)	4,514
Info Services Dir (G020)	2,386
Mid-Management/Analyst (G023)	7,216
Parks & Recreation (G016, G017, G018, 78)	10,719
Personnel Dir (G014)	3,127
PIO/PR Staff (42)	110
Planning Dir. (G026, 80)	10,703
Public Works Dir (G008, 83)	11,483
Purchasing Dir. (G021, 84)	2,589
Risk Manager (G015)	1,233
State or Province Employee (45)	1,089
Treasurer (G007)	4,522
Welfare/Human Services Dir (G010)	1,577
Youth Services (73)	662

Suggested hotlists for you to consider:

Affordable Housing/Community Development +\$30/M
(25, 31, G013, 33, 51, 59, 68, 71, 77, 88, 93) **15,766**

Health & Human Services +\$30/M
(G006, 70, G010, 98, 52, 72, 73, 79) **17,199**

Parks & Recreation +\$30/M
(G016, G017, G018, 78, 53, 58, 93) **15,012**

<u>By INTEREST Categories</u>	<u>raw counts</u>
Aging (98)	68
Air/Climate (54)	240
Brownfields (95)	3,384
Career Resources (52)	5,549
Chesapeake Bay (53)	3,102
Community Relations (55)	6,438
Council Mgr., Fog (56)	5,236
Council Mgr Relations (57)	2,472
Cultural Resources (58)	2,358
Economic Development (59)	8,311
EGov/Info Mgmt/Technology (74)	5,306
Emergency Management (60)	2,064
Energy Efficiency (61)	159
Environmental Justice (62)	261
Environmental Management (63)	5,997
Environmental Risk Management (64)	298
Ethics (65)	5,383
Finance (66)	7,357
Govt Management Info System (67)	550
Growth Management (68)	485
Hazardous Waste (69)	181
Housing (71)	1,065
Human Resources (72, 73)	5,992
Land Use Planning (76)	490
Management Practices (75)	8,148
Military Base Reuse (77)	404
Performance Management (79)	9,636
Police & Fire Services (81)	5,049
Public/Private Partnerships (82)	1,866
Records Management/Imaging (85)	927
Regionalism (86)	1,234
Service Delivery (87)	1,159
Smart Growth (88)	7,617
Solid Waste Management (96)	187
Sustainable Development (89)	440
Telecommunications (90)	1,241
Training/Professional Development (91)	2,845
Transportation (92)	4,727
Urban Design (93)	504
Utilities (94)	1,004
Water Management (97)	228