

# Museum Store Association

## MSA Masterfile of Cultural Commerce Professionals

6,270	Total universe of names	\$175/M; \$135/M member rate
1,421	Museum Members	+\$15/M
3,429	Email	\$335/M; \$285/M member rate

Museum Store Association is a nonprofit, international association organized to advance the success of cultural commerce and of the professionals engaged in it. Founded in 1955, MSA encourages high standards of professional competence and conduct, and helps museum store managers better serve their institutions and the public.

The MSA community includes non-profit and for-profit cultural commerce businesses operating in non-profit institutions with permanent collections such as art, science or history museums; organizations that wholesale products or services to cultural commerce retailers; manufacturers of museum-quality products and related services; and non-profit businesses whose goals are aligned with the cultural and educational goals of cultural institutions.

MSA publishes the very popular *Cultural Traveler* guidebook for the tourism community, as well as industry reports helpful for retailers.

Please see next page for preliminary counts by Museum Type; call for details.

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

### Demographic Information:

- Male 22%
- Female 56%

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

American Bus Association  
Association of Fundraising Professionals  
ASTA (Formerly American Society of Travel Agents)  
National Art Education 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. MSA 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
By museum type	\$15/M
By member type	\$15/M
Key Code	\$5/M
Nth Select	N/C

### Delivery Format:

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

File Update:	Quarterly
Last Update:	04/10

### For emails deployed to Masterfile:

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

### TERMS AND CONDITIONS:

- Minimum order: 2,000 names on Masterfile orders; ask about flat fees on smaller quantities
- 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.



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**Additional selections available from the Museum Store**  
**Association MASTERFILE**

Raw counts are before names are deduplicated;  
call to request specific counts for your mailing.

Vendor Affiliates (EAs) 56

<u>By Type of Museum, raw counts</u>	<u>postal</u>	<u>call for email</u>
Air & Space and Science	195	
Art Museums	631	
Children's Museums (including Zoo/Aquarium, Air & Space, Science)	368	
Natural History (including Zoo/Aquarium, Science)	389	
History Museums (including Anthropology, Sports & Library)	849	
Military Museums (including Zoo/Aquarium, Air & Space, Science)	340	
Anthropology Museums (including Natural History, Library, Science)	400	

***Available Museum Types include:***

Air & Space	Library
Anthropology	Maritime
Art	Military
Botanical Gardens	Natural History
Children's	Other
Decorative Arts	Performing Arts
Ethnic	Science
General Purpose	Sports
History	Zoo's and Aquariums
Historical House	