

National Association of Housing and Redevelopment Officials (NAHRO)



| | | |
|--------|-------------------------------------|---|
| 12,792 | NAHRO Masterfile, Postal | \$140/M; \$120/M to MSC |
| 5,604 | NAHRO Masterfile, Email | \$300/M <i>or</i> \$270/M MSC member rate |
| 9,027 | Phone numbers | + \$50/M <i>or</i> +\$40/M MSC member rate |
| 3,923 | Housing Authority Directors, postal | \$650 flat fee <i>or</i> \$565 flat MSC member |
| 3,692 | Housing Authority Directors, email | \$1,079 flat fee <i>or</i> \$971 flat MSC member |

See next page for specific selections available from the NAHRO list.

The National Association of Housing and Redevelopment Officials (NAHRO) is the leading housing and community development advocate for the provision of adequate affordable housing and strong, viable communities for all Americans. Founded in 1933, NAHRO serves a variety of communities with particular emphasis on those with low- and moderate incomes. NAHRO members administer such HUD programs as Public Housing, Section 8HCV, CDBG, and HOME.

NAHRO members are local government agencies that use HUD and other funding to assist low-income families and the elderly by providing housing, community building and rebuilding, housing rehabilitation, and other related programs.

These influential executives and their agencies spend over \$5 Billion per year on products and services to operate, renovate, maintain, and manage their housing units. They purchase refrigerators, stoves, in-unit and laundry-room washers and dryers, as well as many other materials and services for units they manage or administer. The NAHRO list is selectable in many ways; see the attached page of selects for full details.

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

If this list interests you, we also manage:
 ICMA (International City/County Management Association)
 National League of Cities

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

| | |
|------------------------------|--------|
| Selections Available: | |
| State, SCF | \$10/M |
| By agency type or size | \$20/M |
| Slug title | \$10/M |
| Key Code | \$5/M |

| | |
|---------------------------|-----------|
| Delivery Format: | |
| By Email | \$80 Flat |
| NCOA, if requested | \$45 Flat |
| Pressure-Sensitive Labels | \$35/M |

| | |
|---------------------|-----------|
| File Update: | Quarterly |
| Last Update: | 12/10 |

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
- 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.



1-800-899-4420 ext 325
 Fax: 703-549-0697
 Attn: [Elena Hawkins](mailto:Elena.Hawkins@MGILists.com)
 email: E.Hawkins@MGILists.com
www.MGILists.com

NAHRO U.S. Masterfile Postal Mailing List

NAHRO membership is by organization. However, the association directly serves a larger constituency and tracks many additional contacts as part of the membership relationship. **When placing your list order**, inquire whether the records you select include the name of an individual or **whether your selection should be title-slugged** so your mailpiece is directed to your intended target.

NAHRO members fall into 3 main categories:

Housing Authority Membership – for agencies that administer, own, or manage assisted housing units, including public housing, Section 8 housing vouchers, low-income housing tax credits, and other local, state, or nationally assisted units. Some may include agencies that use Community Development Block Grants (CDBG).

Public Agency Membership – for a public agency, department, or office interested in the programs and mission of NAHRO, i.e., community development departments, redevelopment agencies, state agencies, housing departments, city managers, etc.

Affiliate Partners – this category includes suppliers and manufacturers of materials and services used by NAHRO members (including appliances, doors, windows, lights, and much more); and for-profit companies including developers, architects, builders, and consultants; and other private organizations that own, administer, or manage affordable housing units.

SELECTABLE CATEGORIES from the NAHRO Masterfile:

| Raw counts | postal | email | phone |
|--|--------|-------|-------|
| Association and Nonprofit partners (ASSN) | 2,820 | 300 | 771 |
| Government Agencies (DEV, GOVT, HUD, STATE, PUB) | 2,857 | 947 | 2,394 |
| Housing Authorities (HOUS) | 3,923 | 3,692 | 3,886 |
| Indian Housing (IND) | 181 | 50 | 165 |
| Libraries and Universities (LIB, UNIV) | 613 | 6 | 40 |
| Affiliate Partners (FORP, OTHER) | 2,291 | 651 | 1,730 |
| Press, Publications, Subscriptions (PRESS, SUB) | 47 | 3 | 16 |

Other Federal Programs:

| | | | |
|--------------------------|-------|-----|-------|
| CDBG recipients | 1,269 | 918 | 1,253 |
| HOME investment partners | 766 | 591 | 755 |

By Type of Units:

| | | | |
|--------------------------|-------|-------|-------|
| Public Housing Units | 3,186 | 2,956 | 3,160 |
| Section 8 HCV | 2,349 | 2,192 | 2,332 |
| Other Assisted Units | 2,501 | 1,567 | 1,890 |
| Housing Tax Credit Units | 317 | 297 | 316 |

By number of units managed and administered:

| | | | |
|-----------------------|-------|-------|-------|
| 1-100 units | 1,852 | 1,307 | 1,594 |
| 101-1,000 units | 2,668 | 2,057 | 2,277 |
| 1,001-5,000 units | 581 | 553 | 580 |
| More than 5,000 units | 147 | 137 | 146 |

Don't see the counts you need? Call and inquire, more details are available.