



# National Business Aviation Association

## NBAA Masterfile of Business Aviation Professionals

59,625	Total Names in NBAA Masterfile	\$200/M (non-member rate) \$130/M (member rate)
54,802	U.S. Names	\$200/M (non-member rate) \$130/M (member rate)
37,345	Active U.S. Members	+\$20/M
4,823	Total Non-U.S. Names	+\$35/M
2,516	Active Non-U.S. Members	+\$50/M

Founded in 1947 and based in Washington, DC, the National Business Aviation Association, Inc. (NBAA) is the leading organization for companies that rely on general aviation aircraft to help make their businesses more efficient, productive and successful.

The Association represents more than 8,000 Member Companies of all sizes and located across the country. NBAA provides more than 100 products and services to the business aviation community, including the NBAA Annual Meeting & Convention, the world's largest civil aviation trade show.

**Address Type:** 100% Business  
**Source:** 100% Direct Mail Generated  
**Demographic Information:**  
Male: 73 % Female: 27 %

*Please see the next page for information on available selects.*

**If this list interests you, we also manage:**  
Academy of Management  
American Institute of Aeronautics & Astronautics  
ASAE (formerly American Society of Association Executives)  
ASTA (formerly American Society of Travel Agents)  
Financial Executives International  
National Association for Business Economics

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..

NBAA 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
Decision Makers	\$50/M
Job Function	\$20/M
Aircraft 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 is updated quarterly; NCOA report is included with each email fulfillment.

<b>File Update:</b>	Quarterly
<b>Last Update:</b>	1/10

### TERMS AND CONDITIONS:

- Minimum order: 3,500 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.

**National Business Aviation Association  
 Selections from the MASTERFILE of U.S. Addresses**

Raw counts indicate subtotals before deduping. Call for Non-U.S. counts

<u>MEMBER type +\$20/M each</u>	<u>raw counts</u>
NBAA Members in U.S.	37,345
Non-Members, U.S. addresses	17,457

<u>NBAA Decision Makers* +\$50/M each</u>	<u>raw counts</u>
NBAA Decision makers, one per site in U.S.	4,892

\* Decision makers are the individuals designated by the Member Company as the point of contact for association-related decisions. Many are also the point of contact for outside vendors and other purchasing decisions.

<u>JOB Function +\$20/M each</u>	<u>raw counts, U.S.</u>
Administrative	2,762
Air Crew	1,717
Ground Support	6,384
Maintenance & Assembly	2,044
Pilot	4,739
Owner/Exec Staff	10,133
Operations	997

<u>AIRCRAFT Type +\$20/M each</u>	<u>raw counts U.S.</u>
Jet	22,343
Turboprop	6,745
Multi-Engine Piston	1,745
Single-Engine Piston	2,264
Helicopter	1,335
Other	115