

***New List! Call for details!***

# National League of Cities



**82,000 Total Postal Masterfile \$190/M**

37,694	Active NLC Members	\$220/M
24,703	Elected City Officials	\$210/M
48,228	Appointed City Officials	\$210/M
25,493	Chief Decision Makers, Masterfile	\$220/M
9,951	Chief Decision Makers, NLC Members	\$220/M

Advertisers and exhibitors please call to inquire about list discounts.

*2010 Congress of Cities pre-registrant list: See separate information for postal and email availability and pricing.*

The National League of Cities (NLC) was established in 1924 and serves as the oldest, largest, and most representative organization of municipal governments in the US. NLC's national membership of local governments and state municipal leagues includes more than 1,700 cities and towns and 49 state municipal leagues as direct members and, through the state league network, more than 18,000 municipalities indirectly. **More than 90 percent of the nation's cities with populations greater than 100,000 are direct members of the National League of Cities.**

NLC is dedicated to advancing the public interest, building democracy and community, and improving the quality of life by strengthening the capacity of local governance and advocating the interests of local communities.

The NLC Masterfile includes all NLC direct member cities and other cities with populations greater than 10,000...giving you access to decision makers in more than 3,500 cities nationwide. You can target your message to more than 30 municipal job titles/job functions; see the next page for counts by job title/function.

**Address Type:** 100% at work address  
**Source:** 100% Direct Mail Generated

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

Federal Managers Association  
International City/County Management Association  
National Association of Housing & Redevelopment Officials  
National Recreation & Park Association

All list usage must be approved by NLC and the League reserves the right to deny usage.

**Selections Available:**

Chief Decision Makers	\$30/M
City Officials by title/function	\$20/M
Gender	\$15/M
Phone records	\$30/M
State, SCF	\$10/M
Key Code	\$5/M
Nth select	no charge
NLC advertiser discounts:	call to inquire

**Delivery Format:**

By E-mail	\$80 Flat
NCOA, if Requested	\$45 Flat
Pressure-Sensitive Labels	\$35/M

**File Update:**

Last update: Quarterly 3/10

**For emails deployed to Conference pre-registration file (when available):**

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

**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
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment required for orders cancelled after mail date

MGI believes the data contained within this list to be correct, but cannot guarantee accuracy or outcome of any mailing. In no event will MGI's liability exceed the cost of the list.



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# NLC Postal MASTERFILE

Raw counts before deduping between categories

**Chief Decision Makers:** this combined category gives you direct access to the top-tier from either the Masterfile or the NLC Membership. The category includes Chief Elected Officials, City Managers, Treasurers, Finance Directors, Police Chiefs, Fire Chiefs, Emergency Preparedness Directors, Economic Development Directors, Purchasing Directors, and City Attorneys.

<u>Chief Decision Makers</u>	<u>raw counts</u>
Decision Makers (0100, 0400, 1002, 1004, 1007, 1209, 1210, 1211, 1856, 2167, 2300)	25,475
NLC Membership, Decision Makers	9,951

<u>Elected Officials</u>	<u>raw counts</u>
Chief Elected Officials (0100)	3,508
Presiding Officers (0200)	419
Members of Governing Bodies (0300)	20,755

<u>Appointed Officials</u>	<u>raw counts</u>
City Managers (0400)	3,933
Assistants to Mayor (0600)	1,062
Assistants to City Manager (0700)	1,287
Assistants to Council (0900)	760
Budget Managers/Treasurers (1002)	372
Finance Directors (1004)	2,613
Treasurers (1007)	609
City Clerks (1100)	3,765
Police Chiefs (1209)	4,034
Fire Chiefs (1210)	3,568
Emergency Preparedness Directors (1211)	912
Public Works Directors (1415)	2,658
City Engineers (1419)	1,582
Water/Wastewater Directors (1427)	928
Building Inspectors (1430)	2,472
Public Utilities Directors (1610)	674
Parks & Recreation Directors (1746)	2,197
City Library Directors (1753)	1,143
Community Development Directors (1855)	1,406
Economic Development Directors (1856)	989
Housing Directors (1858)	740
Planning Directors (1900)	1,722
Human/Social Services Directors (2060)	448
Youth Directors (2064)	483
Purchasing Directors (2167)	1,056
Information Technology Directors (2168)	1,281
Human Resources Directors (2269)	1,624
City Attorneys (2300)	3,881

<u>By population</u>	<u>raw counts</u>
1 – 249,000	77,923
250,000 – 499,999	1,760
500,000 – 999,999	1,411
1,000,000 – 5,000,000	611
5,000,000 +	118

<u>Form of Government</u>	<u>raw counts</u>
Commission	1,181
Council-Manager	36,342
Mayor-Council	33,278
Town Meeting	2,162
Other	1,804

<u>Ethnicity</u>	<u>raw counts</u>
African American	1,372
Hispanic	768
Not Provided	3,039
Caucasian	11,360
Other	35
Asian Pacific AM	59
Native American	23