

# Special Libraries Association



6,239	Active US Members	\$165/M
851	Canadian Members	\$175/M
713	Members Outside US & Canada	\$175/M

SLA is an international association for innovative information professionals and their strategic partners. Dedicated to promoting the leadership role of special librarians, SLA is a nonprofit organization that strengthens its members through learning, advocacy and networking initiatives. Current membership exceeds 12,000 associates in 83 countries.

Members are affiliated with libraries that specifically serve corporations, research operations, governmental agencies, universities, newspapers, museums and other institutions that use or produce specialized information. **SLA members are the purchasing decision-makers for their libraries or information centers. More than half of the members work in corporate settings; over 45% of them control six-figure annual budgets.** With the vast majority holding a master's degree in library/information science, they are also a highly educated group.

SLA members are the resource experts who executives, academicians, bureaucrats, the media, research scientists and more turn to for accurate, comprehensive, updated information. As demand for specialized information continues to increase, so does the size and influence of the SLA. With MGILists, you can reach a global audience of special library professionals. Call us today – we're ready to help.

**Average Unit of Sale:** \$185

**Address Type:** 80% Business 20% Home (non-selectable)

**Source:** 100% Direct Mail Generated

**Demographic Information about SLA members:**

- Male 23% Female 76%
- Average Individual Income \$73,880

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

Academy of Management  
American Society of Information Science & Technology  
ICMA (International City/County Management Association)  
National League of Cities

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.

**Selections Available:**

Division/Chapter Affiliations	\$20/M
Geo Selects	\$10/M
Key Code	\$5/M

**Delivery Format:**

By E-mail	\$80 Flat
NCOA, if requested	\$95 Flat
Pressure Sensitive Labels	\$35/M

<b>File Update:</b>	Quarterly
<b>Last Update:</b>	1/11

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- 48 hours turn around time once sample is approved by list owner
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- Full payment is required for orders canceled after mail date.

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## SPECIALIZED LISTINGS - SLA

<b>DIVISION AFFILIATIONS:</b>	<b>COUNTS:</b>
Advertising & Marketing (DAM)	135
Biomedical & Life Sciences (DBIO,SMED)	565
Business & Finance (DBF,SCIC,SCUB,SFIS,SIS,SPES)	1,732
Chemistry (DCHE,SMRM)	226
Competitive Intelligence (DCI)	430
Education (DEDU)	115
Engineering (DENG,SENA)	182
Environmental & Resource Mgmt. (DERM,SERF)	117
Food, Agriculture & Nutrition (DFAN)	129
Geography (DGI)	243
InformationTechnology (DITE,SITB,SCOM,SITD,SITI,SITT,SITW)	1,308
Insurance & Employee Benefits (DIEB)	90
Knowledge Management (DKM)	433
Legal (DLEG)	820
Library Management (DLMD,SLMC,SLMM)	703
Military Librarians (DMIL)	256
Museums, Arts & Humanities (DMAH)	420
News (DNWS)	229
Petroleum & Energy Resources (DPER)	112
Pharmaceutical & Health Tech. (DPHT)	364
Physics, Astronomy, Math (DPAM)	172
Science-Technology (DST)	346
Social Science (DSOC,SIGM,SIR,SNS,SPP,SLAB)	391
Solo Librarians (DSOL)	325
Transportation (DTRN)	84

<b>CHAPTERS:</b>	<b>COUNTS:</b>
Alabama (CAL)	20
Arabian Gulf (CAG)	1
Arizona (CAZ)	31
Asian (CAS)	5
Boston (CBOS)	199
Central Ohio (CCNO)	34
Cincinnati (CCIN)	25
Cleveland (CCLE)	49

<b>CHAPTERS (cont):</b>	<b>COUNTS:</b>
European (CEUR)	5
Fairfield County (CFFC)	27
Florida & Caribbean (CFL)	66
Georgia (CGA)	47
Hawaiian – Pacific (CHIP)	6
Heart of America (CHOA)	34
Hudson Valley (CHDV)	23
Illinois (CIL)	215
Indiana (CIN)	45
Iowa (CIO)	10
Kentucky (CKY)	22
LA/Southern MS (CLA)	16
Maryland (CMD)	59
Michigan (CMI)	73
Mid-South (CMDS)	13
Minnesota (CMN)	77
New Jersey (CNJ)	108
New York (CNY)	332
North Carolina (CNC)	62
Oklahoma (COK)	13
Omaha Area (COMA)	13
Oregon (COR)	31
Pacific Northwest (CPNW)	78
Philadelphia (CPHL)	115
Pittsburgh (CPIT)	37
Princeton-Trenton (CPRT)	44
Rhode Island(CRI)	17
Rio Grande (CRIO)	17
Rocky Mountain (CRMT)	65
San Andreas (CSNA)	79
San Diego (CSND)	40
San Francisco Bay Region (CSFO)	149
Sierra Nevada (CSRN)	26
South Carolina (CSC)	13
Southern Appalachian (CSAP)	22
Southern California (CSCA)	140
ST Louis Metro (CSTL)	46
Texas (CTX)	109
Toronto (CTOR)	1
Upstate New York (CUNY)	39
Virginia (CVA)	62
Washington DC (CWDC)	374
Wisconsin (CWI)	62

