

Associations Leadership List®

who's who at the leading U.S. trade and professional associations

The Associations Leadership List® provides direct access by mail, telephone, and fax to over 33,000 officers, staff, Washington representatives, political action committee contacts and board members at over 1,000 of the leading U.S. trade and professional associations.

The Associations Leadership List® is updated semiannually with information from each newly published edition of the *Associations Yellow Book*. Leadership Directories' editorial staff verifies all information in all listings in the *Associations Yellow Book* directly with each organization listed, prior to publication of each semiannual edition.

The Associations Leadership List® offers a wide range of selections to help you target your mailing or marketing campaign. Consultation with our account executives will help you to select only the names you need.

The Leadership Lists® Guarantee

We guarantee that the information in our lists is current and accurate, and that the addresses are deliverable up to the date that the list is updated. We will reimburse mailers for postage on returns upon receipt of cancelled mail.

Associations Yellow Book

Selects	Count
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Total Count (deduped)	28,361
Total Count with Phone (deduped)	28,361
Total Count with Phone and Fax (deduped)	23,646
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Job Function	Count
Administration	1019
Administrative Support	595
Executive Secretary, Assistant.	592
Advertising	201
Association Committee Contact	404
Board Member	16177
Certification, Accreditation	116
Chief of Staff	10
Communications, Public Relations	1295
External Affairs	36
Media Relations	50
Public Affairs	81
Computers, Information Systems	568
Diversity Affairs	18
Editor	1098
Education	14

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Updated Quarterly January, April, July and October

Total Count of Names **28,361**

Mailing List \$0.19/name

Includes name, title, and complete mailing address.
File may be used only once.

Minimum Order **4,000 names (\$760)**

Contact List \$0.36/name

Includes name, title, complete mailing address, telephone number, and fax number. File may be used for one year.

Minimum Order **2,000 names (\$720)**

E-mail List \$0.42/name

We'll send your e-mails for you and provide reports on click-through and open rates. Opt-in and CAN-SPAM compliant.

Minimum Order **2,000 names (\$840)**

Names from all Leadership Lists® can be combined to reach the minimum order.

M=Per thousand names, F=Flat charge, N/C=No charge

Selection Categories

Job Function	N/C
Job Title	N/C
Leadership Status	N/C
Job Subject/Area of Expertise	N/C
Organization Type	N/C
Organization Subject/Industry	N/C
Gender	N/C
State, SCF, or Zip	N/C

Services

Key coding

Labels

4-up Cheshire labels

Electronic File Format and Delivery

Electronic file formats available include comma separated text (.txt) or Microsoft Excel (.xls.). Please specify preference.

Diskette, CD-ROM, or cartridge \$25/F
E-mail or FTP \$50/F

Please allow 3-4 business days for your order to be processed.

Shipping

Shipping charges apply to purchase of labels, magnetic tape, diskette, CD-ROM, and cartridge. Please specify preference.

FedEx Standard \$50/F
FedEx 2-day \$55/F
FedEx Priority Overnight \$65/F

Requirements

Sample mailing piece or telemarketing script, prepayment for first-time orders, and signed order confirmation and list rental agreement.

Discounts

50% discount off base price on additional sets of labels. 20% commission to recognized brokers.

Job Function - continued

Finance	2286
Accounting	50
Auditing	24
Budget	114
Taxes	15
Government Affairs	1953
Federal Government Affairs	134
Legislative Affairs	44
State Government Affairs	129
Human Resources	625
Professional Development, Training	185
Legal Affairs	736
Attorney	605
Librarian, Information Services	235
Lobbyist	77
Federal Lobbyist	21
State Lobbyist	15
Mailing List Contact	258
Manufacturing and Services Operations	101
Marketing, Sales	922
Medical Affairs	22
Meetings, Events, Conferences	713
Membership Services	1182
Operations	217
Policy, Planning	787
Political Action Committee (PAC) Contact	413
Political Action Committee (PAC) Treasurer	46
Public Policy	89
Publisher	485
Purchasing, Procurement	72
Real Estate	34
Facilities, Building Management	34
Regulatory Affairs, Compliance	82
Research and Development	481
Scientific Affairs	43
Security	11
Technology	89
Transportation	44

Leadership Status	Count
Head of Administration	418
Head of Affiliate	13
Head of Board	855
Head of Finance	595
Head of Government Affairs	606
Head of Information Systems	276
Head of Legal Affairs	452
Head of Main Organization	1270
Head of Operations	450
Head of Subsidiary	33
Head of Technology	24
Senior Management	17205

Job Subject/Area of Expertise	Count
Agriculture	17
Commerce, Business Affairs, Economics	50
Computers, Technology	346
Internet	341
E-Commerce	20
Construction	31
Engineering	30
Economics	52
Education, Training Services	563

Employment, Labor	80
Benefits	12
Environment	91
Ethics	16
Finance	54
Taxes	36
Food	16
Health	152
Insurance	40
International Affairs, Foreign Affairs	250
Telecommunications	11

Job Title	Count
Chairman	1163
Chancellor	20
Chief Administrative Officer	12
Chief Economist	30
Chief Executive Officer	735
Chief Financial Officer	214
Chief Information Officer	36
Chief Marketing Officer	14
Chief Operating Officer	151
Chief Technology Officer	17
Controller	111
General Counsel	356
Treasurer	1315

Organization Type	Count
Board of Directors Main	16176
News Media	1659
Publications	1659
Periodicals	65
Nonprofit Sector	33985
Associations	33785
Professional Societies	15182
Trade Associations	13492
Foundations	668
Interest Groups	559
Coalitions	82
Political Action Committees	409
Labor Unions	148

Organization Subject/Industry	Count
Advertising	620
Aerospace	301
Aging, Senior Citizens	151
Agriculture	1155
Farms, Farming	133
Air Conditioning, Heating, Refrigeration	267
Alcoholic Beverages, Liquor Control	127
Animals	326
Livestock	213
Poultry	118
Veterinary Medicine	80
Apparel	123
Aquaculture	97
Architecture	255
Archives, Records	78

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Organization Subject/Industry - continued

Arts, Culture, Entertainment	1156
Graphic Arts	280
Motion Picture and Video Production and Distribution	62
Movie Theaters	12
Movie, Television and Music Production Services	187
Music Production and Publishing	139
Performing Arts	72
Aviation	301
Banking	679
Beauty	192
Business	1792
Chemicals	590
Plastics, Fibers	82
Cleaning Products	35
Computers, Technology	760
Construction	2343
Engineering	1082
Surveying	50
Consulting	162
Consumer Services	377
Data Processing Services	450
Defense	526
Armed Services, Military	304
National Security	222
Distribution	581
Economics	389
Education	1999
Electronics	848
Electronic Test and Measurement Instruments	204
Energy	823
Oil and Gas	357
Environment	545
Waste Management	330
Ethics	25
Facilities Management	666
Finance	1933
Accounting	378
Actuarial	146
Fisheries	97
Food	1576
Dairy Products	169
Grains, Breads, Cereals	132
Meat Products	237
Forestry	51
Furniture	194
Government	1123
Health	5117
Dentistry	307
Nursing	530
Psychology, Psychiatry	279
Hotels, Motels, Resorts, Casinos	178
Household Products	79
Human Resources	490
Industrial Supplies	877
Insurance	916
Interior Design	249
Jewelry, Watches, Clocks	142
Journalism, Media Issues	1043
Law	1243
Intellectual Property	54
Law Enforcement	98
Library	167
Manufacturing	984
Marketing	696

Media	1607
Medicine	3148
Metals, Mining	455
Steel	35
Packaging, Containers	133
Paper Products	403
Pharmaceuticals	590
Photography	128
Politics	276
Public Administration	1727
Public Works	87
Publishing	462
Purchasing, Procurement	153
Real Estate	1012
Recreation	567
Rental, Leasing Services	189
Restaurants	65
Retail	420
Science	1649
Security Products, Services	84
Social Services, Human Services	453
Telecommunications	490
Textiles	213
Tobacco	23
Trade	24
Transportation	1888
Airlines	265
Motor Vehicles	595
Motorcycles	42
Railroads	48
Utilities	291
Weights and Measures	204

Gender	Count
Female (deduped)	9,757
Male (deduped)	18,60