

Corporate Leadership List®

who's who at the leading U.S. companies

The Corporate Leadership List® provides direct access by mail, telephone, and fax to over 34,000 executives, including 9,000 board members, at 1,000 of the leading U.S. manufacturers, service businesses, and utilities, as well as 4,000 subsidiaries and divisions of these companies.

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

The Corporate 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.

Corporate Yellow Book

Selects	Count
.....
Total (deduped)	32,918
Total with phone (deduped)	32,918
Total with phone and fax (deduped)	21,296
.....

Job Function	Count
Administration	439
Administrative Support	2159
Executive Secretary, Assistant	2157
Advertising	166
Auditing	198
Board Member	7517
Business Development, Strategic Planning	1473
Charitable Giving, Contributions	671
Corporate Contributions, Corporate Giving	667
Chief Marketing Officer	147
Chief of Staff	12
Communications, Public Relations	1897
External Affairs	90
Media Relations	137
Public Affairs	59
Community Affairs	231
Computers, Information Systems	1895
Application, Software Development	78
Computer Networking	38
E-Business	66
Network Security	96

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Updated Quarterly January, April, July and October

Total Count of Names **32,918**

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
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

E-mail or FTP

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

FedEx 2-day

FedEx Priority Overnight

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

Customer Service	308
Diversity Affairs	174
Editor	13
Finance	4393
Accounting	433
Budget	921
Financial Reporting	46
Investments	43
Risk Management	242
Taxes	352
Foundation Administrator	90
Government Affairs	1129
Federal Government Affairs	331
International Government Affairs	12
Legislative Affairs	11
State Government Affairs	50
Human Resources	2538
Benefits	707
Professional Development, Training	414
Recruitment	513
Insurance	46
International	994
Investor Relations, Shareholder Relations	1378
Labor Relations	68
Lead Director	355
Legal Affairs	2314
Attorney	1351
Librarian, Information Services	99
Lobbyist	62
Federal Lobbyist	43
State Lobbyist	14
Logistics, Supply Chain Management	427
Manufacturing and Services Operations	351
Marketing, Sales	1903
Medical Affairs	55
Meetings, Events, Conferences	219
Merchandising	328
Occupational Health, Safety	176
Operations	1977
Privacy	11
Public Policy	32
Purchasing, Procurement	703
Quality Control	199
Real Estate	648
Facilities, Building Management	139
Regulatory Affairs, Compliance	532
Research and Development	566
Security	348
Technology	522
Transportation	62

Job Title	Count
Chairman	1349
Chief Administrative Officer	126
Chief Executive Officer	2121
Chief Financial Officer	1409
Chief Information Officer	936
Chief Medical Officer	31
Chief Operating Officer	691
Chief Technology Officer	156
Controller	882
General Counsel	1089

Partner	45
President	697
Treasurer	911
Vice Chairman, Deputy Chairman	56

Leadership Status	Count
Head of Application, Software Development	29
Head of Board	608
Head of Computer Networking	19
Head of Division	979
Head of Finance	985
Head of Government Affairs	288
Head of Information Systems	1014
Head of Main Organization	1031
Head of Network Security	44
Head of Operations	356
Head of Subsidiary	2157
Head of Technology	134
Senior Management	30786

Job Subject/ Area of Expertise	Count
Environment	174
Ethics	70
Finance	12
Taxes	10
Trade	13

Organization Type	Count
Board of Directors Main	7517
Corporations	42143
Corporate Divisions, Offices	3150
High-Growth Companies	988
Joint Ventures	98
Limited Liability Companies	693
Private Companies	3299
Public Companies	38545
Subsidiaries	7779
Financial Institutions	569
Captive Finance Companies	60
Commercial Finance, Leasing Companies	58
Consumer Finance Companies	36
Insurance Companies	323
Health Insurance Companies	57
Life Insurance Companies	57
Property, Casualty Insurance Companies	323
Reinsurance Companies	220
Money, Asset Management Companies	17
Mortgage Companies	46
Real Estate Investment Trusts (REITs), Companies	88
Lobbying Firms	14
News Media	26
Television Stations	24
Nonprofit Sector	285
Foundations	285
Partnerships	171
Limited Liability Partnerships	45
Limited Partnerships	125

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Organization Subject/Industry	Count		
Advertising	291	Food	2100
Aerospace	1223	Forestry	212
Apparel	680	Funeral, Burial, Interment Services	63
Clothing	570	Cemeteries	30
Footwear and Accessories	244	Crematoria	30
Arts, Culture, Entertainment	927	Funeral Homes and Services	63
Auction Services	85	Furniture	411
Beverages	866	Gambling	295
Chemicals	2269	Glass and Clay Products	64
Plastics, Fibers	343	Government Contracting	2816
Cleaning Products	379	Federal Contracting	2403
Computers, Technology	2912	Municipal Contracting	411
Computer Hardware	1058	State Contracting	499
Computer Peripherals	152	Health	2400
Data Storage	239	Health Care	913
Networking Devices	191	Health Care Facilities	435
Personal Computers	130	Home Health Care	28
Computer Products Distribution	202	Managed Health Care	377
Computer Software	1372	Medical Devices, Supplies	824
Internet Software, Services	46	Medical Equipment	190
Information Technology Consulting Services	532	Medical Laboratories	59
Construction	2536	Medical Practice Management Services	109
Building Materials	994	Medical Products Distribution	242
Engineering	29	Medical Research	83
Manufactured Buildings	84	Mental Health	23
Residential Construction	641	Hotels, Motels, Resorts, Casinos	623
Consulting	392	Household Appliances	263
Management Consulting Services	327	Household Products	636
Consumer Services	153	Industrial Maintenance Services	39
Data Processing Services	240	Industrial Supplies	1425
Defense	1007	Insurance	456
Education	52	Health Insurance	57
Electrical Equipment	1308	Life Insurance	57
Electronics	2642	Property, Casualty Insurance	323
Consumer Electronics	344	Reinsurance	220
Electronic Business Equipment	374	Jewelry, Watches, Clocks	159
Electronic Test and Measurement Instruments	270	Machine Tools	584
Electronics Distribution	160	Manufacturing	16188
Scientific, Technical Instruments	29	Market, Business Research Services	110
Semiconductors	932	Marketing	437
Energy	2317	Media	2321
Oil and Gas	1832	Metals, Mining	1037
Environment	196	Aluminum	101
Waste Management	181	Coal	256
Facilities Management	133	Gold, Silver, Precious Metals	45
Farm and Construction Machinery	364	Industrial Minerals and Metals	26
Finance	646	Steel	299
Accounting	66	Office Supplies, Services	197
Captive Finance	60	Packaging, Containers	668
Commercial Finance, Leasing	58	Paper Products	324
Consumer Finance	36	Personal Care Products	585
Money, Asset Management	17	Pharmaceuticals	1157
Mortgages	46	Biotechnology	252
Real Estate Investment Services	53	Drug Manufacturers	670
		Drug Wholesalers	164
		Photography	69
		Photographic Equipment, Supplies	69
		Printing	115
		Publishing	1438
		Greeting Cards	81
		Real Estate	447
		Restaurants	828

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Organization Subject/Industry - continued

Retail	5449
Apparel Retail	919
Automotive Dealerships	427
Automotive Parts Retail	272
Bookstores	101
Building Materials and Gardening Retail	179
Convenience, Drug Stores	357
Department Stores	589
Discount Stores	421
Drug, Beauty Products Retail	311
Food Retail	943
Gas Stations	83
General Merchandise Stores	226
Home Furnishings Retail	243
Office Products Retail	155
Sporting Goods Retail	80
Toy and Hobby Retail	190
Rubber, Plastic Products	225
Security Products, Services	85
Sporting Goods	163
Staffing, Outsourcing Services	430
Telecommunications	2105
Cable TV, Satellite Systems	628
Internet Service Providers	358
Local and Long-Distance Carriers	513
Telecommunications Equipment	666
Wireless Services	236
Textiles	165
Tobacco	338
Toys, Games, Recreational Goods	153
Transportation	3894
Airlines	740
Automotive Manufacturing	157
Automotive Parts and Equipment	930
Car and Truck Rental	201
Mail, Package and Freight Delivery	158
Maritime	92
Mobile Homes, Recreational Vehicles	77
Motorcycles	121
Pleasure Boats	52
Rail Equipment	142
Railroads	362
Shipbuilding	287
Shipping, Logistics	302
Trucking Services	235
Trucks, Buses	273
Travel	174
Utilities	3967
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Gender	Count
Female (deduped)	7,642
Male (deduped)	25,099
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