

## Financial Leadership List®

who's who at the leading U.S. financial institutions

The Financial Leadership List® provides direct access by mail, telephone, and fax to over 23,000 executives, including over 5,000 board members, at 800 of the leading public and private financial institutions in the United States, as well as more than 3,000 subsidiaries and divisions of these companies.

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

The Financial 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.

## Financial Yellow Book

| Selects  | Count  |
|--|--------|
| .....  | .....  |
| Total Count (deduped) .....                    | 19,461 |
| Total Count with Phone (deduped).....          | 19,461 |
| Total Count with Phone and Fax (deduped) ..... | 13,897 |
| .....  | .....  |

| Job Function                                    | Count |
|---|-------|
| Administration .....                            | 492   |
| Administrative Support .....                    | 346   |
| Executive Secretary, Assistant .....            | 284   |
| Advertising .....                               | 11    |
| Auditing .....                                  | 214   |
| Board Member .....                              | 3303  |
| Business Development, Strategic Planning .....  | 374   |
| Charitable Giving, Contributions .....          | 152   |
| Corporate Contributions, Corporate Giving ..... | 143   |
| Chief Marketing Officer .....                   | 63    |
| Communications, Public Relations .....          | 463   |
| External Affairs .....                          | 19    |
| Media Relations .....                           | 10    |
| Public Affairs .....                            | 42    |
| Community Affairs .....                         | 18    |
| Computers, Information Systems .....            | 1076  |
| Application, Software Development .....         | 61    |
| Computer Networking .....                       | 35    |
| E-Business .....                                | 47    |

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## Updated Quarterly January, April, July and October

**Total Count of Names** **19,461**

### 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 Subject/Industry ..... | N/C |
| Organization Type .....             | N/C |
| Book Section .....                  | N/C |
| Gender .....                        | N/C |
| State, SCF, or Zip .....            | N/C |

### Services

Key coding .....
 N/C |

### Labels

4-up Cheshire labels .....
 N/C |

### 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

|  |      |
|--|------|
| Network Security                                     | 63   |
| Corporate Affairs                                    | 11   |
| Customer Service                                     | 21   |
| Diplomat   | 46   |
| Diversity Affairs                                    | 64   |
| Economist  | 19   |
| Federal Administrators                               | 72   |
| Federal Program Manager                              | 13   |
| Finance  | 3595 |
| Accounting   | 232  |
| Actuarial Services                                   | 176  |
| Budget   | 319  |
| Financial Reporting                                  | 16   |
| Investments  | 559  |
| Lending  | 437  |
| Risk Management                                      | 331  |
| Taxes  | 92   |
| Foundation Administrator                             | 80   |
| Government Affairs                                   | 367  |
| Federal Government Affairs                           | 119  |
| Legislative Affairs                                  | 18   |
| Human Resources                                      | 995  |
| Benefits   | 232  |
| Professional Development, Training                   | 186  |
| Recruitment  | 176  |
| Inspections, Investigations                          | 12   |
| Insurance  | 83   |
| International  | 133  |
| Investor Relations, Shareholder Relations            | 328  |
| Lead Director  | 22   |
| Legal Affairs  | 1339 |
| Attorney   | 685  |
| Librarian, Information Services                      | 66   |
| Lobbyist   | 17   |
| Federal Lobbyist                                     | 10   |
| Marketing, Sales                                     | 716  |
| Medical Affairs                                      | 16   |
| Meetings, Events, Conferences                        | 71   |
| Ombudsman  | 10   |
| Operations   | 1016 |
| Policy, Planning                                     | 34   |
| Political Appointee                                  | 69   |
| Career Senior Executive Service (SES)                |      |
| Appointee  | 11   |
| Presidential Appointee Requiring Senate Confirmation | 46   |
| Public Policy  | 30   |
| Purchasing, Procurement                              | 124  |
| Real Estate  | 259  |
| Facilities, Building Management                      | 151  |
| Regulation, Oversight, Enforcement                   | 52   |
| Regulatory Affairs, Compliance                       | 379  |
| Research and Development                             | 179  |
| Security   | 81   |
| Technology   | 242  |

| Job Title                    | Count |
|------------------------------|-------|
| Chairman                     | 1330  |
| Chief Administrative Officer | 132   |
| Chief Economist              | 26    |
| Chief Executive Officer      | 1830  |
| Chief Financial Officer      | 800   |
| Chief Information Officer    | 418   |
| Chief Investment Officer     | 233   |

|                          |     |
|--------------------------|-----|
| Chief Operating Officer  | 490 |
| Chief Technology Officer | 72  |
| Controller               | 286 |
| General Counsel          | 586 |
| Partner                  | 716 |
| President                | 13  |
| Treasurer                | 464 |

| Leadership Status                         | Count |
|---|-------|
| Head of Administration                    | 11    |
| Head of Application, Software Development | 33    |
| Head of Computer Networking               | 27    |
| Head of Division                          | 112   |
| Head of Finance                           | 442   |
| Head of Government Affairs                | 94    |
| Head of Information Systems               | 420   |
| Head of Legal Affairs                     | 20    |
| Head of Main Organization                 | 521   |
| Head of Network Security                  | 42    |
| Head of Operations                        | 198   |
| Head of Subsidiary                        | 1167  |
| Head of Technology                        | 87    |
| Senior Management                         | 20706 |

| Job Subject/Area of Expertise                   | Count |
|---|-------|
| Agriculture                                     | 65    |
| Banking   | 359   |
| Business  | 23    |
| Commerce, Business Affairs, Economics           | 39    |
| Consumer Affairs                                | 15    |
| Economic Development                            | 13    |
| Economics                                       | 183   |
| Employment, Labor                               | 10    |
| Environment                                     | 14    |
| Equal Employment, Affirmative Action, Diversity | 11    |
| Finance   | 127   |
| Taxes   | 68    |
| Housing   | 24    |
| Insurance                                       | 10    |
| International Development                       | 14    |
| Country Development                             | 14    |
| Real Estate                                     | 61    |

| Organization Subject/Industry         | Count |
|---------------------------------------|-------|
| Administration                        | 52    |
| Agriculture                           | 92    |
| Banking                               | 7893  |
| Commercial Banking                    | 6858  |
| Consumer Banking                      | 78    |
| Business                              | 86    |
| Small Business                        | 36    |
| Commerce, Business Affairs, Economics | 35    |
| Communications, Public Relations      | 22    |
| Public Affairs                        | 16    |
| Computers, Technology                 | 56    |
| Technology                            | 12    |
| Construction                          | 59    |
| Consulting                            | 84    |
| Management Consulting Services        | 80    |

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Organization Subject/Industry - continued

|   |       |
|---|-------|
| Consumer Affairs                                | 47    |
| Distribution                                    | 13    |
| Economic Development                            | 49    |
| Education, Training Services                    | 10    |
| Equal Employment, Affirmative Action, Diversity | 11    |
| Finance   | 13809 |
| Accounting                                      | 140   |
| Actuarial                                       | 11    |
| Brokerage Services                              | 2301  |
| Captive Finance                                 | 320   |
| Commercial Finance, Leasing                     | 449   |
| Consumer Finance                                | 554   |
| Credit Unions                                   | 585   |
| Exchanges and Markets                           | 718   |
| Commodities, Futures                            | 94    |
| Options   | 31    |
| Government Finance                              | 1282  |
| Investments                                     | 324   |
| Leveraged Buyouts                               | 649   |
| Mergers and Acquisitions                        | 1899  |
| Money, Asset Management                         | 4973  |
| Mortgages                                       | 832   |
| Private, Family Investment Services             | 468   |
| Real Estate Investment Services                 | 1335  |
| Securities Underwriting                         | 2043  |
| Venture Capital                                 | 1094  |
| Gambling  | 34    |
| Government Affairs                              | 14    |
| Legislative Affairs                             | 14    |
| Health  | 72    |
| Health Care                                     | 39    |
| Managed Health Care                             | 39    |
| Hotels, Motels, Resorts, Casinos                | 63    |
| Human Resources                                 | 21    |
| Information Systems                             | 49    |
| Insurance                                       | 7743  |
| Health Insurance                                | 4536  |
| Life Insurance                                  | 4629  |
| Property, Casualty Insurance                    | 4909  |
| Reinsurance                                     | 1411  |
| International Affairs, Foreign Affairs          | 273   |
| Law   | 80    |
| Policy, Planning                                | 48    |
| Real Estate                                     | 19    |
| Regulatory Affairs, Compliance                  | 20    |
| Inspections                                     | 20    |
| Research and Development                        | 26    |
| Statistics                                      | 11    |
| Trade   | 355   |
| Imports, Exports                                | 95    |
| Transportation                                  | 161   |
| Maritime  | 32    |
| .....   | ..... |

|                              |              |
|------------------------------|--------------|
| <b>Organization Type</b>     | <b>Count</b> |
| Board of Directors Main      | 2946         |
| Board of Directors Sub       | 356          |
| Corporations                 | 23023        |
| Corporate Divisions, Offices | 544          |
| High-Growth Companies        | 341          |
| Limited Liability Companies  | 444          |
| Private Companies            | 7124         |

|  |       |
|--|-------|
| Public Companies                                     | 15164 |
| Subsidiaries   | 10479 |
| Financial Institutions                               | 24630 |
| Banks  | 6858  |
| Commercial Banks                                     | 6858  |
| Consumer Banks                                       | 81    |
| Brokerage Firms                                      | 2299  |
| Captive Finance Companies                            | 320   |
| Commercial Finance, Leasing Companies                | 497   |
| Consumer Finance Companies                           | 554   |
| Exchanges and Markets                                | 125   |
| Government Financial Institutions                    | 1578  |
| Insurance Companies                                  | 7391  |
| Health Insurance Companies                           | 4673  |
| Life Insurance Companies                             | 4805  |
| Property, Casualty Insurance Companies               | 4909  |
| Reinsurance Companies                                | 1411  |
| Leveraged Buyout Firms (LBOs )                       | 649   |
| Money, Asset Management Companies                    | 4984  |
| Mortgage Companies                                   | 832   |
| Private, Family Investment Firms                     | 468   |
| Real Estate Investment Trusts (REITs ,<br>Companies) | 1335  |
| Securities Underwriters                              | 2043  |
| Thrifts, Savings Institutions                        | 1764  |
| Credit Unions  | 585   |
| Venture Capital Firms                                | 1094  |
| Government Institutions                              | 1217  |
| Federal Government                                   | 1217  |
| Federal Executive Branch                             | 1217  |
| Federal Cabinet Departments                          | 196   |
| Federal Independent Agencies                         | 1021  |
| Intergovernmental Organizations                      | 368   |
| Nonprofit Sector                                     | 79    |
| Foundations  | 79    |
| Partnerships   | 279   |
| Limited Liability Partnerships                       | 123   |
| Limited Partnerships                                 | 98    |
| .....  | ..... |

|                                   |              |
|-----------------------------------|--------------|
| <b>Book Section</b>               | <b>Count</b> |
| Financial Institutions            | 17,068       |
| Government Financial Institutions | 1,828        |
| Accounting Firms                  | 117          |
| Exchanges and Markets             | 489          |
| .....                             | .....        |

|                  |              |
|------------------|--------------|
| <b>Gender</b>    | <b>Count</b> |
| Female (deduped) | 3,973        |
| Male (deduped)   | 15,308       |