

Municipal Leadership List®

who's who in city and county governments and local authorities

The Municipal Leadership List® provides direct access by mail, telephone, and fax to over 35,000 leaders in city and county governments and local authorities.

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

The Municipal 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.

Municipal Yellow Book

| Selects | Count |
|--|--------|
| Total Count (deduped) | 36,788 |
| Total Count with Phone (deduped) | 36,788 |
| Total Count with Phone and Fax (deduped) | 28,552 |
| | |
| Job Function | Count |
| Administration | 722 |
| Court Administration | 104 |
| Administrative Support | 2317 |
| Executive Secretary, Assistant | 1695 |
| Advancement, Development | 13 |
| Animal Control | 135 |
| Archives, Records | 354 |
| Auditing | 309 |
| Business Development, Strategic Planning | 11 |
| Chief of Staff | 51 |
| Citizen Services | 244 |
| Communications, Public Relations | 682 |
| External Affairs | 18 |
| Media Relations | 50 |
| Press Secretary, Communications Director | 37 |
| Community Affairs | 558 |
| Computers, Information Systems | 1253 |
| Network Security | 13 |
| Webmaster | 384 |
| Consumer Affairs | 146 |

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Updated Quarterly January, April, July and October

Total Count of Names **36,788**

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 |
| 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

| | |
|---|------|
| Coroner, Medical Examiner | 215 |
| Economic, Community, Rural Development | 1296 |
| Education | 26 |
| Emergency Services, Public Safety | 2726 |
| Ambulance, EMS | 67 |
| Fire | 920 |
| Fire Chief | 370 |
| Fire Marshal | 74 |
| Law Enforcement | 1374 |
| Police | 1101 |
| Police Chief | 362 |
| Sheriff | 229 |
| Engineering | 821 |
| Finance | 2235 |
| Accounting | 136 |
| Budget | 461 |
| Investments | 23 |
| Taxes | 21 |
| Geographic Information Services | 61 |
| Government Affairs | 387 |
| Legislative Affairs | 21 |
| Grants, Scholarships, Fellowships Manager | 46 |
| Homeland Security, Emergency Preparedness | 349 |
| Human Resources | 1449 |
| Professional Development, Training | 508 |
| Legal Affairs | 2017 |
| Attorney | 1422 |
| Prosecutor | 120 |
| Public Defender | 124 |
| State's Attorney | 62 |
| Licensing | 111 |
| Librarian, Information Services | 715 |
| Library Administration | 96 |
| Marketing, Sales | 129 |
| Meetings, Events, Conferences | 98 |
| Municipal Administration | 8811 |
| City Attorney | 490 |
| City Clerk | 296 |
| City Council Member | 2971 |
| Alderman | 241 |
| City Manager | 214 |
| County Attorney | 199 |
| County Clerk | 120 |
| County Council Member | 1543 |
| County Manager | 89 |
| Deputy City Clerk | 107 |
| Deputy City Manager | 296 |
| Deputy County Clerk | 59 |
| Deputy County Manager | 137 |
| Deputy Mayor | 76 |
| District Attorney | 226 |
| Mayor | 376 |
| Port Authority | 253 |
| Public Administrator | 30 |
| Public Advocate | 10 |
| Ombudsman | 18 |
| Operations | 214 |
| Park Management, Maintenance | 11 |
| Pest Control | 30 |
| Policy, Planning | 15 |
| Political Appointee | 4791 |
| Appointed by Board or Commission | 831 |
| Appointed by Council | 647 |
| Appointed by County Executive | 532 |
| Appointed by Freeholders | 182 |

| | |
|---------------------------------|------|
| Appointed by Governor | 103 |
| Appointed by Judge | 18 |
| Appointed by Legislature | 53 |
| Appointed by Mayor | 2167 |
| Appointed by Supervisor | 258 |
| Purchasing, Procurement | 439 |
| Real Estate | 442 |
| Facilities, Building Management | 355 |
| School Board Member | 488 |
| Security | 56 |
| Technology | 40 |
| | |

| Job Title | Count |
|------------------------------|-------|
| Assessor | 290 |
| Chairman | 237 |
| Chief Administrative Officer | 87 |
| Chief Executive Officer | 114 |
| Chief Financial Officer | 182 |
| Chief Information Officer | 151 |
| Chief Operating Officer | 60 |
| Chief Technology Officer | 19 |
| Clerk of the Council | 173 |
| Constable | 26 |
| Controller | 237 |
| Corporation Counsel | 72 |
| County Executive | 59 |
| General Counsel | 89 |
| Inspector General | 15 |
| Solicitor General | 23 |
| Treasurer | 398 |
| | |

| Leadership Status | Count |
|-----------------------------|-------|
| Elected Official | 6519 |
| Head of Department | 10299 |
| Head of Information Systems | 105 |
| Head of Main Organization | 676 |
| Senior Management | 64 |
| | |

| Job Subject/Area of Expertise | Count |
|---------------------------------------|-------|
| Aging, Senior Citizens | 234 |
| Agriculture | 227 |
| Alcoholic Beverages, Liquor Control | 24 |
| Arts, Culture, Entertainment | 334 |
| Building Regulations | 446 |
| City Planning, Development, Zoning | 1277 |
| Civil Rights | 188 |
| Commerce, Business Affairs, Economics | 87 |
| Community Affairs | 24 |
| Construction | 10 |
| Consumer Affairs | 17 |
| Contract Compliance | 83 |
| Corrections | 413 |
| Detention | 71 |
| Probation, Parole | 130 |
| Criminal Justice | 35 |
| Disabilities | 88 |
| Economic Development | 11 |

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Job Subject/Area of Expertise - continued

| | |
|---|------|
| Education | 590 |
| Elections | 390 |
| Voter Registration | 356 |
| Employment, Labor | 372 |
| Labor | 18 |
| Retirement | 86 |
| Workers' Compensation | 35 |
| Workplace, Career Issues | 43 |
| Occupational Safety and Health (OSHA) | 42 |
| Energy | 335 |
| Environment | 2484 |
| Conservation | 18 |
| Natural Resources | 888 |
| Pollution | 70 |
| Waste Management | 981 |
| Recycling | 61 |
| Solid Waste | 333 |
| Water Treatment, Sewage | 607 |
| Water | 163 |
| Clean Water | 39 |
| Water Conservation | 29 |
| Wildlife and Parks | 836 |
| Parks | 81 |
| Equal Employment, Affirmative Action, Diversity | 107 |
| Ethics | 23 |
| Family | 409 |
| Children, Teenagers | 407 |
| Finance | 591 |
| Taxes | 510 |
| Forestry | 45 |
| Health | 1315 |
| Alcohol, Drug Abuse | 84 |
| Nutrition | 29 |
| Historic Preservation | 107 |
| Housing | 521 |
| Human Resources | 22 |
| Insurance | 186 |
| Law Enforcement | 12 |
| Police | 12 |
| Printing | 24 |
| Public Administration | 2446 |
| Public Works | 2443 |
| Recreation | 732 |
| Regulatory Affairs, Compliance | 14 |
| Licensing | 13 |
| Social Services, Human Services | 938 |
| Telecommunications | 74 |
| Trade | 23 |
| International Trade | 18 |
| Transportation | 1860 |
| Airports | 313 |
| Bridges, Tunnels | 47 |
| Fleet Maintenance | 162 |
| Highways, Roads | 406 |
| Mass Transit | 327 |
| Motor Vehicles | 11 |
| Ports | 158 |
| Traffic | 191 |
| Travel | 297 |
| Auditoriums, Conventions, Civic Centers | 228 |
| Tourism | 91 |
| Utilities | 1296 |
| Electric Utilities | 106 |
| Gas Utilities | 39 |
| Water Utilities | 918 |

| | |
|-------------------------------|-------|
| Veterans' Affairs | 148 |
| Water Resources, Oceanography | 3 |
| Weights and Measures | 57 |
| Welfare | 63 |
| | |

| Organization Type | Count |
|-------------------------|-------|
| Government Institutions | 37987 |
| City Government | 22700 |
| City Council | 12729 |
| Mayor's Office | 6777 |
| County Government | 13840 |
| County Council | 10654 |
| Independent Authorities | 1546 |
| State Government | 44 |
| State Executive Branch | 44 |
| Nonprofit Sector | 380 |
| Libraries | 380 |
| | |

| Organization Subject/Industry | Count |
|-------------------------------------|-------|
| Administration | 1497 |
| Aging, Senior Citizens | 32 |
| Agriculture | 272 |
| Alcoholic Beverages, Liquor Control | 15 |
| Arts, Culture, Entertainment | 381 |
| Cultural Affairs | 351 |
| Building Maintenance and Services | 3 |
| Building Regulations | 12 |
| City Planning, Development, Zoning | 2259 |
| Civil Rights | 186 |
| Communications, Public Relations | 287 |
| Community Affairs | 983 |
| Community Development | 47 |
| Computers, Technology | 591 |
| Information Management | 37 |
| Construction | 483 |
| Engineering | 482 |
| Consumer Affairs | 143 |
| Corrections | 164 |
| Probation, Parole | 143 |
| Disabilities | 48 |
| Economic Development | 919 |
| Education | 1143 |
| Elections | 372 |
| Emergency Preparedness | 21 |
| Employment, Labor | 183 |
| Labor | 148 |
| Energy | 1214 |
| Environment | 2627 |
| Waste Management | 800 |
| Solid Waste | 118 |
| Water Treatment, Sewage | 250 |
| Water | 72 |
| Wildlife and Parks | 1229 |
| Parks | 1213 |
| Facilities Management | 41 |
| Family | 17 |
| Children, Teenagers | 12 |
| Finance | 3017 |
| Budget | 307 |
| Taxes | 983 |

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Organization Subject/Industry - continued

| | |
|---------------------------------------|-------|
| Fire | 1039 |
| Government Affairs | 116 |
| Health | 1459 |
| Homeland Security | 549 |
| Emergency Services | 508 |
| Housing | 581 |
| Human Resources | 1075 |
| Insurance | 134 |
| Law | 1907 |
| Law Enforcement | 2405 |
| Police | 1095 |
| Library | 975 |
| Marketing | 26 |
| Public Administration | 2991 |
| Public Safety | 479 |
| Public Service | 254 |
| Public Works | 2285 |
| Purchasing, Procurement | 319 |
| Recreation | 1220 |
| Regulatory Affairs, Compliance | 213 |
| Licensing | 155 |
| Social Services, Human Services | 492 |
| Telecommunications | 66 |
| Trade | 274 |
| Transportation | 2170 |
| Fleet Maintenance | 23 |
| Highways, Roads | 65 |
| Mass Transit | 10 |
| Ports | 584 |
| Traffic | 20 |
| Travel | 254 |
| Tourism | 250 |
| Utilities | 686 |
| Electric Utilities | 187 |
| Gas Utilities | 31 |
| Water Utilities | 575 |
| Veterans' Affairs | 29 |
| Weights and Measures | 169 |
| Welfare | 386 |
| | |

| Book Section | Count |
|------------------------|--------------|
| Cities and Towns | 22,042 |
| Counties | 13,341 |
| Authorities | 1,513 |
| | |

| Gender | Count |
|------------------------|--------------|
| Female (deduped) | 13,093 |
| Male (deduped) | 23,510 |