

State Leadership List®

who's who in the executive and legislative branches of the 50 state governments

The State Leadership List® provides direct access by mail, telephone, and fax to over 42,000 state government leaders, including governors, lieutenant governors, and leaders of departments, offices, divisions, commissions, boards, and agencies, as well as state legislature leadership, members, and standing committees.

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

The State 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.

State Yellow Book

Selects	Count
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Total Count (deduped)	42,653
Total Count with Phone (deduped)	42,653
Total Count with Phone and Fax (deduped)	35,141
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Job Function	Count
Adjutant General	88
Administration	1917
Administrative Support	220
Executive Secretary, Assistant	165
Archives, Records	259
Vital Records, Statistics	106
Attorney General	52
Auditing	11
Charitable Giving, Contributions	73
State Charity Officer	37
Chief of Staff	69
Communications, Public Relations	1070
External Affairs	46
Computers, Information Systems	1194
Education	10
Emergency Services, Public Safety	183
Ambulance, EMS	14

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Updated Quarterly January, April, July and October

Total Count of Names **42,653**

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

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

Fire	135
Fire Marshal	48
Law Enforcement	19
Finance	546
Budget	136
Investments	22
Government Affairs	651
Legislative Affairs	459
Governor	54
Governor's Staff Member	644
Chief of Staff	48
Deputy Chief of Staff	42
Press Secretary, Communications Director	57
Grants, Scholarships, Fellowships Manager	10
Homeland Security, Emergency Preparedness	27
Human Resources	92
Professional Development, Training	83
Legal Affairs	2330
Attorney	481
Librarian, Information Services	57
Lieutenant Governor	43
Medical Affairs	15
Meetings, Events, Conferences	203
Member of State Legislature	29007
State Committee Member	22475
State Committee Chair	1999
State Ranking Minority Member	296
State Majority Leader	80
State Minority Leader	81
State Representative	4491
State Senator	1881
Military, Defense	25
Municipal Administration	14
City Council Member	11
Museums	13
Newly Elected State Official	1044
Newly Elected State Legislator	1044
Newly Elected State Representative	828
Newly Elected State Senator	216
Ombudsman	45
Operations	100
Policy, Planning	51
Political Appointee	5275
Appointed by Board or Commission	746
Appointed by Governor	4336
Appointed by Legislature	153
Appointed by Mayor	29
Appointed by State Supreme Court	12
President of the Senate	49
President Pro Tem	45
Purchasing, Procurement	147
Security	27
Speaker of the House	45
Speaker Pro Tem	34
State Auditor	94
State Cabinet Member	362
Secretary of State	49
State Elected Official	18
State Legislative Staff Member	785
State Superintendent	52
Technology	30
Transportation	11

Job Title	Count
Chairman	1062
Chancellor	23
Chief Administrative Officer	34
Chief Executive Officer	91
Chief Financial Officer	182
Chief Information Officer	133
Chief Investment Officer	22
Chief Medical Officer	15
Chief Operating Officer	69
Chief Technology Officer	25
Controller	118
General Counsel	438
Inspector General	67
Treasurer	104

Leadership Status	Count
Elected Official	6913
Head of Department	2414
Head of Main Organization	133
Senior Management	16
Top Election Official	33

Job Subject/Area of Expertise	Count
Administration	36
Aging, Senior Citizens	462
Agriculture	2146
Alcoholic Beverages, Liquor Control	265
Animals	13
Livestock	13
Appropriations	327
Arts, Culture, Entertainment	439
Aviation	175
Banking	652
Building Regulations	63
Business	44
Commerce, Business Affairs, Economics	1276
Communications, Public Relations	59
Community Affairs	627
Community Development	36
Computers, Technology	360
Technology	32
Construction	552
Engineering	531
Consumer Affairs	565
Corrections	1483
Probation, Parole	299
Criminal Justice	20
Defense	699
Armed Services, Military	654
Disabilities	461
Economic Development	1411
Economics	31
Education	4916
Higher Education	17
Elections	586

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Job Subject/Area of Expertise - continued

Emergency Preparedness	21
Employment, Labor	2574
Labor	182
Retirement	474
Workers' Compensation	257
Workplace, Career Issues	107
Occupational Safety and Health (OSHA)	107
Energy	904
Oil and Gas	93
Environment	4701
Conservation	28
Natural Resources	2139
Pollution	171
Air Pollution	169
Water	448
Wildlife and Parks	792
Fish and Game	459
Parks	316
Ethics	491
Facilities Management	335
Family	814
Children, Teenagers	753
Film	15
Finance	5713
Budget	838
Exchanges and Markets	115
Securities	115
Taxes	1314
Food and Drugs	119
Forestry	211
Funeral, Burial, Interment Services	17
Cemeteries	10
Gambling	426
Gaming	21
Government	1764
Government Auditing	526
Government Operations	56
Government Affairs	29
Legislative Affairs	11
Health	4621
Alcohol, Drug Abuse	217
Alcoholism	60
Mental Health	20
Pharmacy	11
Public Health	19
Historic Preservation	334
Homeland Security	683
Housing	747
Human Resources	1057
Human Rights	462
Infrastructure	14
Insurance	1341
Health Insurance	11
Investigations	17
Journalism, Media Issues	79
Public Broadcasting	79
Judiciary	1338
Law	39
Legal Services	13
Law Enforcement	565
Police	238
Library	462
Marketing	225
Medicaid	11

Policy, Planning	17
Printing	46
Public Administration	945
Public Safety	801
Public Works	104
Real Estate	282
Regulatory Affairs, Compliance	1312
Licensing	1252
Rules	949
Science	26
Biological Sciences	14
Social Services, Human Services	2352
Sports	142
Horse Racing	139
Telecommunications	297
Trade	118
International Trade	55
Transportation	3594
Highways, Roads	394
Mass Transit	46
Motor Vehicles	235
Ports	2
Travel	596
Tourism	588
Urban, City Issues	18
Utilities	803
Veterans' Affairs	823
Volunteers	42
Ways and Means	217
Welfare	319
Women's Issues	12

Organization Type	Count
Board of Directors Main	24
Government Institutions	68063
City Government	620
Independent Authorities	44
State Government	67443
State Executive Branch	35255
State Legislative Branch	32188
State House of Representatives	18562
State House Committees	13426
State Joint Committees	1918
State Senate	10541
State Senate Committees	8190
Nonprofit Sector	66
Colleges and Universities	22
Libraries	16
Museums	28

Organization Subject/Industry	Count
Administration	865
Aerospace	133
Aging, Senior Citizens	582
Agriculture	2226
Alcoholic Beverages, Liquor Control	283
Appropriations	1246
Architecture	54
Arts, Culture, Entertainment	598

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Organization Subject/Industry - continued

Banking	704	Homeland Security	705
Building Regulations	54	Emergency Services	354
Business	445	Housing	970
Commerce, Business Affairs, Economics	1966	Human Resources	729
Communications, Public Relations	21	Human Rights	263
Community Affairs	597	Industrial Development	93
Computers, Technology	581	Infrastructure	52
Information Management	16	Insurance	1294
Technology	28	Health Insurance	10
Construction	181	Investigations	14
Engineering	58	Journalism, Media Issues	113
Consumer Affairs	872	Public Broadcasting	113
Corrections	1652	Judiciary	1380
Probation, Parole	301	Law	232
Defense	848	Law Enforcement	674
Armed Services, Military	804	Police	290
Disabilities	731	Library	486
Economic Development	1536	Medicaid	96
Economics	26	Policy, Planning	61
Education	4866	Public Administration	1593
Elections	608	Public Safety	1445
Employment, Labor	2951	Public Service	15
Labor	1279	Public Works	94
Retirement	507	Purchasing, Procurement	196
Workers' Compensation	190	Real Estate	204
Energy	749	Regulatory Affairs, Compliance	1215
Environment	4718	Licensing	797
Conservation	11	Rules	1040
Land Management	16	Science	183
Natural Resources	2175	Biological Sciences	13
Waste Management	67	Geology	118
Water	44	Social Services, Human Services	3112
Wildlife and Parks	854	Sports	217
Fish and Game	481	Horse Racing	178
Parks	371	Telecommunications	108
Ethics	474	Trade	233
Facilities Management	202	Transportation	3810
Family	1490	Airports	18
Child Care Services, Family Services	70	Highways, Roads	447
Children, Teenagers	915	Motor Vehicles	13
Finance	4511	Ports	224
Accounting	199	Travel	586
Budget	693	Tourism	582
Exchanges and Markets	96	Urban, City Issues	11
Securities	96	Utilities	949
Taxes	1411	Water Utilities	10
Forestry	244	Veterans' Affairs	858
Funeral, Burial, Interment Services	36	Volunteers	24
Cemeteries	14	Water Resources, Oceanography	249
Funeral Homes and Services	17	Welfare	1065
Gambling	411	Women's Issues	70
State Lottery	295		
Gaming	30		
Government	1350	Gender	Count
Government Auditing	66	Female (deduped)	16,148
Government Operations	18	Male (deduped)	26,079
Government Affairs	98		
Health	4762		
Alcohol, Drug Abuse	170		
Mental Health	510		
Public Health	552		
Historic Preservation	323		