

# ASAE & The Center for Association Leadership



18,890 Active US Members \$250/M  
(Includes Industry Partners)

ASAE & The Center is the membership organization and voice of the association profession. Founded in 1920, ASAE & The Center now has more than 22,000 association CEO's, staff professionals, industry partners, and consultant members.

ASAE & The Center serve approximately 10,000 associations that represent more than 287 million people and organizations worldwide.

This is a postal mailing list; no email addresses, faxes, or phone numbers are available.

*See the attached pages for details on selections, including hotlists.*

Address Type: 96% Business

Source: Membership

#### Demographic Information:

- Male 44%
- Female 56%

#### If this list interests you, we also manage:

Academy of Management  
American Bus Association  
Association of Fundraising Professionals  
Direct Marketing Association of Washington (DMAW)  
Federal Managers Association

#### Selections Available:

State, SCF	\$10/M
Key Code	\$5/M
Industry Code	\$20/M
Company Type	\$20/M
Job Function	\$20/M
Position Type	\$20/M
Organization Revenue	\$20/M
Organization Scope	\$20/M
Staff Size & Membership Size	\$20/M
Hot List	\$30/M

#### Delivery Format:

Pressure-Sensitive Labels	\$35/M
By E-mail with NCOA	\$75

File Update:	Quarterly
Last Update:	8/09

#### TERMS AND CONDITIONS:

- Minimum order: 2,500 names
- List rental for one-time use only
- Sample mailing piece required
- 48 hours turn around once sample is approved
- First time customers must prepay
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment required for orders cancelled after mail date

MGI believes the data contained within this list to be correct, but cannot guarantee accuracy or outcome of any mailing. In no event will MGI's liability exceed the cost of the list.

THE ASSOCIATION LIST COMPANY  
A Division of Marketing General Inc.  
209 Madison Street, Suite 300, Alexandria, VA 22314

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**Hot Lists available from ASAE**  
+\$30/M per Hot List selected

- Chief Staff Officers** **approx 7,000 names**  
Decision Makers who lead and manage associations and non-profit organizations
- Meeting & Exhibition Decision-Makers** **approx 8,700 names**  
Chief Staff Executives and Meeting Planners who are involved in booking and planning events
- Technology Decision-Makers** **approx 8,500 names**  
Chief Staff Officers and Association Executives who manage the technology needs of their organization
- Marketing & Communication Decision-Makers** **approx 1,700 names**  
Association Executives who market products, services and events for their organization or who are involved in publication management, PR or communications (approximately 1,700 names)
- Finance & Administrative Decision-Makers 1** **approx 2,600 names**  
Association Executives who are responsible for finance, HR and other operational functions within the association
- Finance & Administrative Decision-Makers 2** **approx 10,000 names**  
Chief Staff Officers and Executive Management, Strategic Planning & Governance
- Medical / Dental / Pharmaceutical / Healthcare Association Decision-Makers** **approx 2,500 names**  
Association Executives who lead medical-related organizations. Includes CEOs, Deputy Executive Directors and Senior Staff

# ASAE & The Center postal mailing list, continued

## SPECIALIZED LISTINGS - ASAE

### Company Type:

AMC (Association Management Company)	852
Combined Trade/Prof-Mainly Company	1,458
Combined Prof/Trade- Mainly individuals	821
Consultant	549
CVB (Visitors Bureau)	450
Education Institution	92
Federation of Associations	127
Government Agency	34
Hotel, Convention Center/Hospitality Ind.	707
Industry Partners	1,297
Philanthropic, Foundation, or Charitable Org.	785
Professional Association	6,075
Trade Association	4,177

### Primary Job Function:

Chief Staff Officer (#1)	584
Communications, Public Relations & Publications	874
Component Relations	219
Convention, Exposition & Meeting Planning	753
Exec Mgmt, Strategic Planning, Governance, Chief Staff Off	7,121
Finance	1,107
Fundraising, Development & Sponsorships	191
Government Relations & Public Policy	556
Human Resources	234
International Affairs	69
Legal	381
Marketing	849
Membership, Customer Service & Data Entry	1,441
Operations and Administration	1,264
Prof Development, Credentialing & Knowledge Mgmt.	1,031
Sales	1,391
Survey and Research	121
Technology	571

Industry Code – list available upon request, call for counts

### Staff Size & Membership Size

### Position Level:

Chief Staff Officer (#1)	6,404
Deputy Executive Director (#2)	805
Senior Staff	6,699
Mid Level Management	3,332
Administrative Staff	744
Retired/Unemployed/Student	853

### Organizational Revenue:

Less than \$100 thousand	643
\$100 thousand but less than \$500 thousand	1,364
\$500 thousand but less than \$1 million	1,361
\$1 million but less than \$5 million	4,112
\$5 million but less than \$10 million	1,912
\$10 million but less than \$25 million	2,726
\$25 million but less than \$50 million	903
\$50 million but less than \$100 million	466
Over \$100 million	294
<b>Unknown (O, U)</b>	<b>4,307</b>

### Organizational Scope:

Local	1,114
State/Province	2,728
Regional	636
National	4,237
US and Canada combined	122
US with some International	1,056
International	3,869



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