



Updated: 4/06/2017

CEO Update Association Intelligence Member Mailing List

www.associationintel.com

Association**Intelligence**
powered by CEO UPDATE

List Universe

7,726	Association Executive Postal Addresses	\$150/M*
7,705	Association Executives Email Addresses	\$300/M

Minimum Order: 3,000 Names

* Multi-Channel Rate \$360/M

Selects

Job Level	\$15/M
Job Type	\$15/M
Latest Revenue	\$20/M
Lobbying Expenses	\$20/M
Occupying Expenses	\$20/M
Organization Sector	\$15/M
Organization Type	\$15/M
PAC Receipts	\$20/M
PAC% Contributions to Democrats	\$20/M
PAC% Contributions to Republicans	\$20/M
State/SCF/ZIP	\$15/M
Total CEO Pay	\$20/M
Email Fees	INQ

About

The Association Executives list is available for the first time for direct marketing purposes from the premier source of association data, Association**Intelligence**, an affiliate of *CEO Update*. Packed full of valuable information for your next outreach to Association Executives this list spans thousands of associations representing hundreds of fields of interest. You now have the opportunity to send a targeted email and direct mail marketing message to top level CEO's, Directors and Managers about your product, service or promotion to associations, non-profits and foundations.

Association**Intelligence** is THE powerful data source for navigating the association landscape. This list provides up-to-date data on today's most influential associations, nonprofits and their leaders - past and present - including financial data, recruiting history and executive salaries. In collaboration with CEO Update, the leader in trends in associations and nonprofits, Association**Intelligence** continually gathers and congregates verifiable data from numerous sources including direct response, controlled circulation, website registrations and publicly available information on thousands of leading trade associations, professional societies and influential nonprofits, including up-to-the-minute leadership changes, monthly IRS updates, recruiting history, and other organization details. Information regarding CEOs – date of hire, recent employment history, latest reported salary and organizations' financial and major expenditure figures are all included. The Association Executives list from Association**Intelligence** provides a financial snapshot of more than 2,000 trade associations, professional societies and other nonprofit groups.

Email TOO!

For the very first time, send powerful email promotions to CEO and Senior Level Association Executives. But why stop there? Now you can reach them with a postal and email campaign for multi-channel marketing to really drive your message home.

Email Transmissions are not available on Thursdays.

Addressing

EMAIL TRANSFER*	\$100/F
KEYCODE	\$10/M
FTP*	\$100/F
NCOA Fee	\$40/F

*Includes DPV and CASS



Contact:

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We Offer All the Services You Need to Effectively Deliver Your Mail and Email Campaigns:



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Specifications & Important Notes

SOURCE: Direct Response, Controlled Circ, Directories, Research

LIST UPDATED: Quarterly

Terms & Conditions

20% commission to qualified list brokers.

Allow 2-5 business days to process order after list owner approval.

Reuse discount: \$10/M off base price. Approval required.

Approved mailer should not change, alter, or otherwise modify the approved sample mail piece without the consent & submission of the new piece.

All email transmissions must be completed through INFOCUS Marketing.

Appending of phone numbers, fax numbers, or email addresses is strictly prohibited.

List rental quote and list rental agreement must be signed and returned to secure email transmission date.

Sample mail/email piece required for association approval.

All text, code, and/or artwork changes to HTML email document(s) are the sole responsibility of the emailer. Any changes handled by INFOCUS will incur a charge of \$100/Hour.

Any abbreviation or version of the name of this company may not be used in any mail/email piece.

Prices and features subject to change.

The universe noted on this datacard may or may not strictly coincide with the organization's membership totals.

Lists must be used within 6 months of date of receipt.

Payment

Customer is responsible for all costs of collection, including reasonable attorney fees and court costs, if it becomes necessary to pursue any debt owed by customer.

Pre-payment required for first-time emailers and mailers.

Orders cancelled prior to the scheduled mail date/email transmission date are subject to a \$100 cancellation fee plus applicable production charges.

Orders cancelled after the mail date/email transmission date are due in full.

Usage Available Upon Request

Disclaimer

We believe the information on this datacard to be accurate, however, make no guarantees on accuracy or the results of usage. To verify any information on this datacard, call 800-708-5478 or email sales@infocusmarketing.com.

Selects

Job Level		Organization Sector (cont.)	
Administration	1	Labor Unions	37
C-Level	2,539	Legal	324

Director	2,713	Manufacturing	941
Manager	71	Natural Resources	3
Vice President	1,462	Professional	
		Public Interest Groups	487
		Real Estate	430
		Sales & Service	445
		Think Tank	22
		Transportation/Aerospace/Defense	
Job Type		Organization Type	
Administration	632	Foundation	2
Administrative Staff	1	Non-Profit	505
CEO	1,403	Professional Association	2,676
Communications	510	Think Tank	24
Education	148	Trade Association	4,341
Finance	397	Union	43
Government Relations	919		
Human Resources	127		
IT	23		
Meetings	346		
Membership	329		
Programs	184		
Latest Revenue		PAC Receipts	
Less than \$1 million	34	Less than \$50,000	523
\$1 Million - \$5 Million	1,241	\$50,000 - \$100,000	287
\$5 Million - \$10 Million	1,337	\$100,000 - \$250,000	622
\$10 Million - \$25 Million	1,965	\$250,000 - \$500,000	544
\$25 Million - \$50 Million	1,197	\$500,000 - \$1 Million	395
More than \$50 Million	1,535	\$1 Million - \$2 Million	370
		\$2 Million - \$5 Million	352
		More than \$5 Million	34
Lobbying Expenses		PAC% Contributions to Democrats	
Less than \$50,000	528	0% - 25%	120
\$50,000 - \$100,000	328	25% - 50%	722
\$100,000 - \$500,000	1,358	50% - 75%	79
\$500,000 - \$1 Million	756	75% - 100%	12
\$1 Million - \$2 Million	526		
\$2 Million - \$3 Million	308		
More than \$3 Million	979		
Occupying Expenses		PAC% Contributions to Republicans	
Less than \$50,000	218	0% - 25%	12
\$50,000 - \$100,000	501	25% - 50%	79
\$100,000 - \$500,000	2,398	50% - 75%	722
\$500,000 - \$1 Million	1,488	75% - 100%	120
\$1 Million - \$2 Million	1,234		
\$2 Million - \$3 Million	273		
More than \$3 Million	916		
Organization Sector		Total CEO Pay	
Advertising, Media, Entertainment	357	Less than \$100,000	51
Agriculture/Livestock	532	\$100,000 - \$200,000	480
Banking/Finance	588	\$200,000 - \$300,000	1,148
Communications/IT	4	\$300,000 - \$400,000	1,074
Construction	430	\$400,000 - \$500,000	872
Education/Arts & Science	871	\$500,000 - \$1 Million	1,915
Energy	460	More than \$1 Million	1,630
Food/Beverage	5		
General Business	514		
Government	871		
Health	1,469		
Insurance	324		
		Email Fees	
		HTML/Text Transmission Setup Fee: \$50/F	
		A/B Split: \$150/F	
		All text, code, and/or artwork changes to HTML email document(s) are the sole responsibility of the emailer. Any changes handled by INFOCUS will incur a charge of \$100/hr. with a 1 hr. minimum	
		Greater than 2 tests/changes: \$50 per test/change	
		Image Hosting: \$50 per image	
		Personalization of Transmission: \$100/F	
		Suppression: \$100/F	
		Tracking Report: \$25/F	
		Transmission: \$75/M	

