

Executives at the nation's top advertising agencies, and other marketing companies, selectable by job titles, employee size and URL.

Key Segments

30,075	Universe / Base Rate	\$76.00 /M
6,839	Total Agencies	\$76.00 /M
29,395	Web/URL	+ \$40.00 /M

Audience Profile

Advertising executives are involved in building client relationships and producing creative materials that will sell their client's products or services. Many spend a substantial amount of time traveling to meet with clients. They are great prospects for organizational tools, marketing and communications skills seminars, business travel gear, business publications, corporate gift catalogs, and more.

Agency Type	Execs	Agencies
Full Service	25,049	5,017
In House Agency	801	305
Media Buying Services	1,592	365
Sales Promotion Agency	924	240
Public Relations Firm	3,679	914

Titles-Inquire for specific titles

Chairman	663
Vice Chairman	81
Direct Mail/Marketing Manager	66
Chief Executive Officer	1,861
President	4,215
Owner	193
Vice President	4,215
Chief Financial Officer	670
Marketing/Sales	489
Account Supervisor	710
Account Executive	3,573
Creative Director	3,268
Media Director	1,089
Art Director	1,472
Production Manager	133
Copywriter	365

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Terms and Conditions

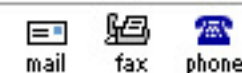
Payment due 30 days from mail date. Order cancellations within 10 days of mail date must be paid in full. Orders cancelled prior to 10 days before mail date include the following fees: \$150/F plus \$10/M, media and shipping charges. 20% commission on base rate to authorized brokers. Please allow 3-5 business days to process an order. Any order received at ALC is subject to a \$150/F cancellation fee. State and local sales tax will apply where applicable.

Contacts

NAME	ROLE	EMAIL	PHONE	FAX
Maryann Posten	Account Manager	maryann.posten@alc.com	(609) 580-2978	(609) 580-2866
Shawn Danitz	Count Requests	shawn.danitz@alc.com	(609) 580-2758	(609) 580-2866

LIST TYPE

Business



SOURCE

Compiled lists

GEOGRAPHY

Domestic (US)

LIST OWNER

ALC

LIST MAINTENANCE

Counts through	02/28/2010
Last update	03/01/2010
Update frequency	QUARTERLY

UNIT OF SALE INFORMATION

GENDER PROFILE

Male:	54%
Female:	38%

SELECTION CHARGES

CO. TYPE	\$10.00 /M
FAX NUMBERS	\$40.00 /M
GENDER/SEX	\$10.00 /M
JOB FUNCTION/TITLE	\$10.00 /M
NUMBER OF EMPLOYEES	\$10.00 /M
PHONE NUMBER	\$15.00 /M
SCF	\$8.00 /M
STATE	\$8.00 /M
TITLE ADDRESS	\$3.50 /M
URL	\$40.00 /M
YEAR FOUNDED	\$10.00 /M
ZIP	\$8.00 /M

ADDRESSING

CHESHIRE LABELS	No charge
DISKETTE	\$25.00 /F
EMAIL	\$35.00 /F
P/S LABELS	\$7.50 /M

KEY CODING

Key Coding is available

Charges:	\$3.00 /M
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MINIMUM ORDER

Quantity:	5,000
Dollar:	\$360.00

REUSE

Reuse is allowed

Min Qty:	3,000
Charges:	\$66.00 /M

TELEMARKETING

Telemarketing is allowed

Charges:	\$15.00 /M
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CANCELLATION

Charges:	\$150.00 /F
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COMMISSIONS

Broker:	20%
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NET NAME ARRANGEMENTS

Net Name is allowed.

Net:	85%
Min Qty:	50,000
Run Charges:	\$10.00 /M

EXCHANGES

Exchange is not allowed.



THE REST OF THE STORY