

Reach the top executives at America's commercial banks, select by asset size, headquarters, branches, titles and job functions.

Key Segments

68,357	Universe / Base Rate	\$76.00 /M
37,476	Total Bank Locations	\$76.00 /M
25,299	State Commercial Banks	+ \$10.00 /M
7,711	National Commercial Banks	+ \$10.00 /M
259	State Savings Banks	+ \$10.00 /M
51	Federal Savings Banks	+ \$10.00 /M
35,025	All Others	+ \$10.00 /M
26,879	URL Addresses	+ \$40.00 /M

Audience Profile

The top executives at America's banks handle assets of over \$5 trillion annually! They provide over \$3.1 trillion in loans and accept deposits of over \$3.6 trillion each year. With the huge sums they are responsible for investing on behalf of their depositors, these banking executives need to be on top of the latest banking trends, products and technologies. Many are responsible for marketing plans, customer communication, and corporate identity strategies. Internet banking is the newest phenomenon, and banks are looking to leading edge technologies to keep up with their competitors. Credit professionals need access to company profiles, industry analysis and trends to help credit decisions and portfolio management.

Select by Main/Branch

Main(Hq's):
Execs = 29,321 Locations = 6,299

Branch:
Execs = 39,036 Locations = 31,177

Select by Titles:

Inquire for specific titles	212	Accounting/Auditing
5,360	Chariman	17 Administration
2,474	President	451 Loan Officer
7,345	Vice President	6 Compliance Officer
366	Branch Manager	1 Assistant Cashier
102	Finance	827 Senior VP
2,395	CEO	217 Executive VP
3,936	Marketing	

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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

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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	05/20/2009
Last update	06/04/2009
Update frequency	ANNUALLY

UNIT OF SALE INFORMATION

GENDER PROFILE

Male:	39%
Female:	36%

SELECTION CHARGES

ASSETS	\$10.00 /M
BANK TYPE	\$10.00 /M
FAX NUMBERS	\$40.00 /M
GENDER/SEX	\$10.00 /M
JOB FUNCTION/TITLE	\$10.00 /M
MAIN/BRANCH	\$10.00 /M
PHONE NUMBER	\$15.00 /M
SCF	\$8.00 /M
STATE	\$8.00 /M
TITLE ADDRESS	\$3.50 /M
URL ADDRESS	\$40.00 /M
ZIP	\$8.00 /M

ADDRESSING

CHESHIRE LABELS	No charge
DISKETTE	\$25.00 /F
EMAIL	\$35.00 /F
GALLEY LISTING	\$15.00 /M
KEYING	\$3.00 /M
MAG TAPE	\$25.00 /F
P/S LABELS	\$7.50 /M

KEY CODING

Key Coding is available

Charges: **\$3.00 /M**

MINIMUM ORDER

Quantity:	5,000
Dollar:	\$360.00

REUSE

Reuse is allowed

Min Qty:	5,000
Charges:	\$76.00 /M

TELEMARKETING

Telemarketing is allowed

Charges: **\$20.00 /M**

CANCELLATION

Charges: **\$150.00 /F**

COMMISSIONS

Broker: **20%**

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