

ALC's Executives Masterfile puts you on a first-name basis with over 380k executives in America's largest companies.

### Key Segments

380,934	Universe / Base Rate	\$76.00 /M
68,284	Companies	\$66.00 /M
13,324	Fortune 1000 Executives	\$76.00 /M
99,921	Female Executives	+ \$10.00 /M
380,932	Executives with Phone Numbers	+ \$15.00 /M
303,879	Executives with Fax Numbers	+ \$40.00 /M

### Audience Profile

A unique compilation drawing from over 45 sources, this segment of The Executive Masterfile contains the names of executives who run the nation's largest firms. This comprehensive database includes top and middle management executives at corporate headquarters, large affiliates, and branches.

These big businesses are successful companies with over 100 employees or \$25 million in sales. It allows you to reach mid-size and large companies by job titles, sic codes, fax phones and more. You may analyze your results by looking at the company's sales volume, employee size, company type, and more.

Within this vast universe of America's largest firms are target market opportunities for many business offers. Here are just a few possibilities:

- **Seminars** can target individuals who need to improve skills.
- **Corporate Card Services** can target businesses with larger sales forces.
- **Office Supplies Catalogs** can target corporate purchasing managers.
- **Business Publications** can target by type of business, business size, and title/ function.
- **Regional Publishers** can target large readerships in any area by title and type of business.
- **Regional Marketers** can hit every appropriate business in any area and follow up with phone calls.
- **Gift Catalogs** can target executives at high levels.
- **Computer-Related Offers** can target high tech firms and titles.
- **Financial Marketers** can target CFO's by name.
- **Charitable Organizations** can target presidents of large firms.

[Click Here to Visit the ALC B2B Website](#)

### 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	<a href="mailto:shawn.danitz@alc.com">shawn.danitz@alc.com</a>	(609) 580-2758	(609) 580-2866

### LIST TYPE

Business



### SOURCE

Directories

### GEOGRAPHY

Domestic (US)

### LIST OWNER

ALC

### LIST MAINTENANCE

Counts through	09/28/2009
Last update	10/12/2009
Update frequency	QUARTERLY

### UNIT OF SALE INFORMATION

### GENDER PROFILE

Male:	%
Female:	%

### SELECTION CHARGES

FAX NUMBERS	\$40.00 /M
GENDER/SEX	\$10.00 /M
HQ/BRANCH	\$10.00 /M
IMPORT/EXPORT	\$10.00 /M
JOB FUNCTION/TITLE	\$10.00 /M
NUMBER OF EMPLOYEES	\$10.00 /M
PHONE NUMBER	\$15.00 /M
SALES VOLUME	\$10.00 /M
SCF	\$8.00 /M
SIC CODE OVER 25	\$10.00 /M
SIC CODE UNDER 25	No charge
STATE	\$8.00 /M
TITLE ADDRESS	\$3.50 /M
URL	\$40.00 /M
WEBSITE Y/N	\$25.00 /M
ZIP	\$8.00 /M
ZIP+4	\$8.00 /M

### ADDRESSING

CHESHIRE LABELS	No charge
DISKETTE	\$25.00 /F
EMAIL	\$35.00 /F
GALLEY LISTING	\$15.00 /M
MAG TAPE	\$25.00 /F
MAG TAPE SET UP CHARGE	\$25.00 /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:	\$0.00

### REUSE

Please inquire

### TELEMARKETING

Telemarketing is allowed

### 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