

ALC's Board of Directors Database is the elite of the business world.

### Key Segments

101,028	Universe / Base Rate	\$72.00 /M
42,251	Business Indicator	+ \$10.00 /M
7,495	Home Indicator	+ \$10.00 /M
96,882	Home and Business Indicator	+ \$10.00 /M
39,290	Phones	+ \$20.00 /M

### Audience Profile

The elite of the business world are excellent prospects for investments, financial services, travel, insurance, estate planning, fund raising, tax shelters and more. These Board members are responsive to subscription and mail order offers.

### # OF BOARDS:

1	29,150
2	14,490
3	6,775
4	3,681
5	2,090
6	1,121
7	621
8	341
9	505

[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

NAME	ROLE	EMAIL	PHONE	FAX
<b>Maryann Posten</b>	Sales Pro	<a href="mailto:maryann.posten@alc.com">maryann.posten@alc.com</a>	(609) 580-2978	(609) 580-2866
<b>Shawn Danitz</b>	Count Requests	<a href="mailto:shawn.danitz@alc.com">shawn.danitz@alc.com</a>	(609) 580-2758	(609) 580-2866

### LIST TYPE

Consumer Business



### SOURCE

Directories

### GEOGRAPHY

Domestic (US)

### LIST OWNER

ALC

### LIST MAINTENANCE

Counts through	02/15/2010
Last update	03/17/2010
Update frequency	QUARTERLY

### UNIT OF SALE INFORMATION

### GENDER PROFILE

Male:	<b>80%</b>
Female:	<b>12%</b>

### SELECTION CHARGES

# OF BOARDS	\$10.00 /M
GENDER/SEX	\$10.00 /M
HOME/BUSINESS INDICATOR	\$10.00 /M
PHONE NUMBER	\$20.00 /M
SCF	\$8.00 /M
STATE	\$8.00 /M
YEAR OF BIRTH	\$10.00 /M
ZIP	\$8.00 /M

### ADDRESSING

3 X 5 CARDS	\$25.00 /M
CHESHIRE LABELS	
DISKETTE	\$25.00 /F
EMAIL	\$35.00 /F
GALLEY LISTING	\$15.00 /M
MAG TAPE	\$25.00 /F
P/S LABELS	\$7.50 /M

### KEY CODING

<b>Key Coding is available</b>	
Charges:	<b>\$3.00 /M</b>

### MINIMUM ORDER

Quantity:	<b>5,000</b>
Dollar:	<b>\$0.00</b>

### REUSE

<b>Reuse is allowed</b>	
Min Qty:	<b>0</b>
Charges:	

### TELEMARKETING

<b>Telemarketing is allowed</b>	
Charges:	<b>\$15.00 /M</b>

### CANCELLATION

Charges:	<b>\$150.00 /F</b>
----------	--------------------

### COMMISSIONS

Broker:	<b>20%</b>
---------	------------

### NET NAME ARRANGEMENTS

<b>Net Name is allowed.</b>	
Net:	<b>85%</b>
Min Qty:	<b>50,000</b>
Run Charges:	<b>\$10.00 /M</b>

### EXCHANGES

**Exchange is not allowed.**



THE REST OF THE STORY