

## Executive Masterfile Decision Makers Email Database

Business decision makers are turning to online research and shopping to fulfill company needs. The ALC Executive Masterfile can send your message to the in-boxes of executives with the power to purchase.

### Key Segments

2,013,500	Universe / Base Rate	\$330.00 /M
	Set up fee	+ \$250.00 /F
	Suppression fee	+ \$250.00 /F
	Pre-payment required	

### Audience Profile

The internet is fast becoming the preferred shopping and information gathering venue for B-to-B buyers. The key to driving website traffic is reaching executives via the electronic medium which they depend on for communications.

Executive Masterfile Decision Makers Email Database offers multi-channel capabilities by providing corresponding telephone numbers and postal addresses.

### Reach Large Audiences of B-to-B Decision Makers by Industry:

- Agriculture & Mining
- Business Services
- Computers & Electronics
- Conglomerates
- Education
- Energy & Utilities
- Financial Services
- Food & Beverage
- Government
- Healthcare & Pharmaceuticals
- Manufacturing
- Media & Entertainment
- Non-Profit
- Real Estate & Construction
- Recreation & Leisure
- Retail & Wholesale
- Services (Miscellaneous)
- Software & Internet
- Telecommunications
- Transportation & Storage
- Travel & Accommodation

### Target B-to-B Decision Makers Title and Job Function:

Chairman	Purchasing
Vice Chairman	Corporate Counsel/Legal
Member Board of Directors	Risk Management
Chief Executive Officer	Quality Assurance/Control
Executive Director	Manufacturing
President	Research & Development
Owner	Safety & Security
Partner	Traffic & Distribution
Managing/Executive Director	Engineering
Executive Vice President	Publisher
Senior Vice President	Training
Vice President	Personnel
Senior Level Officer	Human Resources
Corporate Secretary	Benefits/Compensation
Sr. Executive Vice President	Chief Information Officer
General Manager	Chief Technology Officer
Director	IT Director
Chief Financial Officer	MIS/IS
Treasurer	Corporate Communications
Controller	Facilities Manager
Finance	Investor Relations
Accounting/Auditing	Customer Service
Trust Officer	Division/Subsidiary Head
Loan Officer	Branch Manager
Tax Manager	Manager
Investment Manager	Advertising
Cashier	Public Relations
Chief Operating Officer	International
Administration	Sales
Planning & Corporate Development	Marketing

Using email as a driver to sales is both affordable and effective. Executive Masterfile provides the ability to execute large-scale, personalized e-mail campaigns on the behalf of sales representatives.

### Contacts

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

### LIST TYPE

Business



### SOURCE

Opt-in e-mail

### GEOGRAPHY

Domestic (US)

### LIST OWNER

### LIST MAINTENANCE

New to ALC	03/16/2009
Counts through	02/28/2010
Last update	03/01/2010
Update frequency	QUARTERLY

### UNIT OF SALE INFORMATION

### GENDER PROFILE

Male:	%
Female:	%

### SELECTION CHARGES

PLEASE INQUIRE FOR ADDITIONAL

SELECTS	
SCF	\$8.00 /M
STATE	\$8.00 /M
ZIP	\$8.00 /M

### ADDRESSING

### KEY CODING

Key Coding is not available

### MINIMUM ORDER

Quantity:	<b>10,000</b>
Dollar:	<b>\$3,300.00</b>

### REUSE

Reuse is not allowed

### TELEMARKETING

Telemarketing is not allowed

### CANCELLATION

Charges:	<b>\$150.00 /F</b>
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### COMMISSIONS

Broker:	<b>20%</b>
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### NET NAME ARRANGEMENTS

Net Name is not allowed.

### EXCHANGES

Exchange is not allowed.

### ADDITIONAL NOTES

base price discounts available for over 20,000 records, inquire