



Executive Masterfile - ALC

ALC's Executive Masterfile puts you on a first-name basis with over 2.3 million influential executives in companies large and small.

Key Segments

8,258,134	Universe / Base Rate	\$76.00 /M
8,258,134	Executives	\$76.00 /M
2,335,379	Female Executives	+ \$10.00 /M
91,543	Fortune 1000 Executives	\$76.00 /M
4,297,271	Executives with Phone Numbers	+ \$20.00 /M
721,927	Executives with Fax Numbers	+ \$40.00 /M
4,758,352	Companies	\$66.00 /M

Audience Profile

With more breadth (SOHO through Fortune companies) and depth (more execs per company) than any other compiled business database.

ALC's Executive Masterfile represents all major top and middle management titles and functions.

This segment of high powered, responsive decision makers allows marketers to leverage the rapid growth of women owned businesses as well as the increase in female executives in the work place. Within this universe of America's top spending business executives are market segments for every business offer.

Here are just a few possibilities:

- Business Apparel Marketers can target business women by industry.
- Office Supplies Catalogs can target purchasing managers.
- Business Publications can target by type of business, company size, and title.
- Regional Publishers can target large readerships in any area by title and type of business.
- Regional Marketers can mail to every appropriate business in any area and follow up with phone calls.
- Seminars can target human resources and training managers.
- Gift Catalogs can target executives at high levels.
- Computer-Related Offers can target high tech firms, and IT titles
- Financial Marketers can target CFO's by name.
- Charitable Organizations can target Presidents.

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

Select by Job Title:

Chairman	119755
Vice Chairman	3750
Member Board Of Directors	215406
Chief Executive Officer	379599
Executive Director	505680
President	1367065
Owner	567150
Partner	115182
Managing Director	59051
Executive Vice President	68703
Senior Vice President	89399
Vice President	669344
Chief Financial Officer	58379
Chief Operating Officer	26618
Human Resources	39140
Chief Information Officer	100987
Chief Technology Officer	114884
It Director	33251
Data Processing	34981
Sales	314923
Marketing	102350

Terms and Conditions

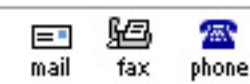
Payment due 30 days from mail date. Order cancellations within 10 days of mail date must be paid in full. Orders cancelled prior to 10 days before mail date include the following fees: \$150/F plus \$10/M, media and shipping charges. 20% commission on base rate to authorized brokers. Please allow 3-5 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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LIST TYPE

Business



SOURCE

Directories

GEOGRAPHY

Domestic (US)

LIST OWNER

ALC

LIST MAINTENANCE

Counts through	09/28/2010
Last update	09/28/2010
Update frequency	QUARTERLY

UNIT OF SALE INFORMATION

GENDER PROFILE

Male:	60%
Female:	31%

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	\$20.00 /M
PUBLIC/PRIVATE	\$10.00 /M
SALES VOLUME	\$10.00 /M
SCF	\$8.00 /M
SIC CODE	No charge
SIC OVER 25	\$10.00 /M
STATE	\$8.00 /M
STOCK EXCHANGE	\$10.00 /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
EMAIL	\$35.00 /F
P/S LABELS	\$7.50 /M

KEY CODING

Key Coding is available

Charges: \$3.00 /M

MINIMUM ORDER

Quantity:	5,000
Dollar:	\$500.00

REUSE

Please inquire

TELEMARKETING

Telemarketing is allowed

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