

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

Key Segments

2,360,457	Universe / Base Rate	\$76.00 /M
99,104	Women Big Businesses	+ \$10.00 /M
271,203	Women Family Owned Businesses	+ \$10.00 /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:

President	113125
Owner	208450
Chief Executive Officer	24158
Partner	10606
Chairman	8237
Vice Chairman	811
Member Board Of Directors	76292
Executive Director	3275
Managing Director	7173
Executive Vice President	7974
Senior Vice President	17238
Vice President	322480
Chief Financial Officer	18683
Chief Operating Officer	3805
Risk Management	636
Chief Information Officer	22763
Chief Technology Officer	47217
It Director	11265
Data Processing	35006
Sales	90533
Marketing	36772

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

Compiled lists

GEOGRAPHY

Domestic (US)

LIST OWNER

LIST MAINTENANCE

New to ALC	10/20/2008
Counts through	09/28/2009
Last update	10/14/2009
Update frequency	QUARTERLY

UNIT OF SALE INFORMATION

GENDER PROFILE

Male:	%
Female:	100%

SELECTION CHARGES

BIG BUSINESS	\$10.00 /M
COUNTY	\$8.00 /M
FAMILY OWNED BUSINESS	\$10.00 /M
FAX NUMBERS	\$40.00 /M
JOB FUNCTION/TITLE	\$10.00 /M
NUMBER OF EMPLOYEES	\$10.00 /M
PHONE NUMBER	\$20.00 /M
SALES VOLUME	\$10.00 /M
SCF	\$8.00 /M
STATE	\$8.00 /M
ZIP	\$8.00 /M

ADDRESSING

3 X 5 CARDS	\$25.00 /M
CARTRIDGE	\$35.00 /F
CD ROM	\$50.00 /F
CHESHIRE LABELS	No charge
DISKETTE	\$35.00 /F
EMAIL	\$35.00 /F
MAG TAPE	\$35.00 /F
P/S LABELS	\$10.00 /M

KEY CODING

Key Coding is available

Charges: **\$3.00 /M**

MINIMUM ORDER

Quantity:	5,000
Dollar:	\$0.00

REUSE

Reuse is not allowed

TELEMARKETING

Please inquire

CANCELLATION

Charges: **\$150.00 /F**

COMMISSIONS

Broker:	20%
Agency:	15%

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