

Major advertisers and the key executives in those companies responsible for large advertising campaigns utilizing all types of advertising media.

Key Segments

128,943	Universe / Base Rate	\$72.00 /M
14,978	Total Locations	\$72.00 /M
128,804	Phone Numbers	+ \$20.00 /M

Audience Profile

[Click Here to Visit the ALC B2B Website](#)
Select by Advertising Media:

Daily Newspapers	12,278
Weekly Newspapers	62,966
Consumer Magazines	20,781
Business Publications	40,745
Outdoor & Transit Posters	21,156
Foreign Advertising	39,921
Direct Mail, Consumer	48,772
Direct Mail, Business	43,566
Premiums, Novelties	42,238
Catalogs & Directories	65,429
Special Events Mktg	15,959
Network Radio	1,459
Spot Radio	50,734
Network TV	11,730
Spot TV	17,561
Exhibits, Shows	9,510
Product Samples	14,091
Yellow Page Advertising	28,034
Point of Purchase	21,806
Newspaper Dist. Mags.	29,035
Co-op Advertising	12,519
Audio/Visual	25,331
Cable TV	29,795
Infomercial	25,513
Internet Advertising	21,731
Miscellaneous	14,137

Select by Available Titles:

Chairman	6,075
Vice Chairman	1,103
Manager	20,237
CEO	8,284
Managing/Executive Director	2,731
President	14,132
Owner	337
Partner	313
Executive Vice President	8,763
Senior Vice President	14,751
Vice President	22,639
Advertising	98
Corporate Secretary	2,211
Senior Exec Vice President	93
CFO	6,659
Treasurer	1,387
Controller	1,221
Finance	212
Accounting/Auditing	756
Public Relations	85
Investment Manager	48
COO	2,874
Administrstion	412
Marketing	784
Purchasing	19
Corporate Counsel/Legal	31
Quality Assurance/Control	56
Safety & Security	29
Sales	157
Publisher	538
Personnel	2
Human Resources	375
Benefits/Compensation	9
CIO	1,292
CTO	300
IT Director	7
MIS/IS	5
Customer Service	70

Selectable by Executive Job Title/Function, SIC, Sales volume, Employee size, Media Code, Class Code and Ad Expenditures. This file includes over 25,856 women execs. Phone numbers and fax numbers are available.

Terms and Conditions

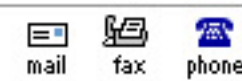
Payment due 30 days from mail date. Order cancellations within 10 days of mail date must be paid in full. Orders cancelled prior to 10 days before mail date include the following fees: \$150/F plus \$10/M, media and shipping charges. 20% commission on base rate to authorized brokers. Please allow 3-5 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
Maryann Posten	Account Manager	maryann.posten@alc.com	(609) 580-2978	(609) 580-2866
Shawn Danitz	Count Requests	shawn.danitz@alc.com	(609) 580-2758	(609) 580-2866

LIST TYPE

Business



SOURCE

Directories

GEOGRAPHY

Domestic (US)

LIST OWNER

ALC

LIST MAINTENANCE

Counts through	03/01/2010
Last update	03/30/2010
Update frequency	QUARTERLY

UNIT OF SALE INFORMATION

GENDER PROFILE

Male:	76%
Female:	24%

SELECTION CHARGES

CLASS CODE	\$10.00 /M
COMPANY SIZE	\$10.00 /M
DISTRIBUTION	\$10.00 /M
FAX NUMBERS	\$40.00 /M
GENDER/SEX	\$10.00 /M
JOB FUNCTION/TITLE	\$10.00 /M
MEDIA	\$10.00 /M
PHONE NUMBER	\$20.00 /M
SALES VOLUME	\$10.00 /M
SCF	\$8.00 /M
SIC OVER 25	\$10.00 /M
STATE	\$8.00 /M
TITLE ADDRESS	\$3.50 /M
WEB PRESENCE	\$25.00 /M
ZIP	\$8.00 /M

ADDRESSING

CHESHIRE LABELS	No charge
DISKETTE	\$25.00 /F
EMAIL	\$35.00 /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:	\$360.00

REUSE

Reuse is allowed

Min Qty:	3,000
Charges:	\$66.00 /M

TELEMARKETING

Telemarketing is allowed

Charges:	\$15.00 /M
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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.