

Target individuals who are perfect prospects for a variety of sales and marketing seminar offers.

### Key Segments

1,357,973	Universe / Base Rate	\$76.00 /M
1,357,973	Executives	\$76.00 /M
859,370	Companies	\$66.00 /M

### Audience Profile

High level executives appear on this file by virtue of their involvement in the sales, marketing, advertising and PR promotion of their business. High level sales and marketing are well represented.

### Select by:

879,092 Financial  
498,905 Sales & Marketing  
103,965 IT

ALC has applied its prospective compilation techniques to create a list of likely seminar attendees: successful executives who work for large companies and continually challenge and improve their creative and business skills through seminars. Target your audience by selecting titles, sales volume, employee size, SIC codes, and executive job/title functions. This list is a must for inclusion in all seminar mailings.

### Perfect for:

Sales and Marketing Seminars  
Personal Development Seminars  
Time Management Seminars  
Self Improvement Seminars  
Financial Seminars  
Management and Supervisors Seminars  
Human Resource Seminars

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### 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

Business



### SOURCE

Compiled lists

### GEOGRAPHY

Domestic (US)

### LIST OWNER

ALC

### LIST MAINTENANCE

Counts through 09/28/2009  
Last update 10/12/2009  
Update frequency QUARTERLY

### UNIT OF SALE INFORMATION

### GENDER PROFILE

Male: %  
Female: %

### SELECTION CHARGES

FAX NUMBERS \$40.00 /M  
GENDER/SEX \$10.00 /M  
HQ/BRANCH \$10.00 /M  
JOB FUNCTION SELECT \$10.00 /M  
NUMBER OF EMPLOYEES \$10.00 /M  
PHONE NUMBER \$15.00 /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  
TITLEADDRESS \$3.50 /M  
ZIP \$8.00 /M

### ADDRESSING

CHESHIRE LABELS No charge  
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

Key Coding is available

Charges: \$3.00 /M

### MINIMUM ORDER

Quantity: 5,000  
Dollar: \$0.00

### 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