

ASAE: The Center for Association Leadership (American Society of Association Executives)



25,932 Active US Members \$175/M*
(Includes Industry Partners)
*/M stands for: per thousand (records)

ASAE is the membership organization and voice of the association profession. Founded in 1920, ASAE now has more than 48,000 association CEOs, staff professionals, industry partners, and consultant members.

ASAE serves approximately 10,000 organizations that represent more than 287 million people and organizations worldwide. This is a postal mailing list; **NO email addresses, faxes, or phone numbers are available.**

Source: 100% Direct Mail Generated

Additional selections are available to help target the list for your needs. Please see the additional information or contact the List Manager identified on the footer of this page

If this list interests you, we also manage:

ICMA (International City/County Management Association)
Professional Safety Advisors

MGI believes the data contained within this list to be correct, but cannot guarantee the outcome of any mailing. In no event will MGI's liability exceed the cost of the list. ASAE reserves the right to refuse orders deemed by ASAE to be contrary to the best interests of the membership.

Selections Available:

Hot List	\$20/M
Company Type	\$20/M
Job Function	\$20/M
Position Type	\$20/M
Organization Revenue	\$20/M
Organization Scope	\$20/M
Individual Membership Size	\$20/M
Trade Membership Size	\$20/M
State, SCF	\$11/M
Key Code	\$8/M

Last Updated 4/21

File Delivery Format:

By Email	\$85 Flat
NCOA, if requested	\$125 Flat

Terms & Conditions—postal lists

- Minimum order: 2,500 names
- List rental for one-time use only
- Sample message required
- 48 hour turn-around once sample is approved by list owner
- Rush orders (less than 3 days): add \$50
- Standard 20% commission to recognized brokers
- **First time customers must prepay**
- Cancel charges (before mail date): Running charges plus \$50
- Cancel charges (after mail date): Payment in full is required
- Reuse minimum (inquire)



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Hot Lists available from ASAE +\$20/M per Hot List selected

**** Primary Function select only ****
Secondary Function select available upon request

Chief Staff Officer's **approx. 3,181 names**
Decision Makers who lead and manage associations and non-profit organizations

Meeting & Exhibition Decision-Makers **approx. 6,549 names**
Chief Staff Executives and Meeting Planners who are involved in booking and planning events

Technology Decision-Makers **approx. 6,598 names**
Chief Staff Officer's and Association Executives who manage the technology needs of their organization

Marketing & Communication Decision-Makers **approx. 3,633 names**
Association Executives who market products, services and events for their organization or who are involved in publication management, PR or communications
(Approximately 1,700 names)

Finance & Administrative Decision-Makers 1 **approx. 5,965 names**
Association Executives who are responsible for finance, HR and other operational functions within the association

Finance & Administrative Decision-Makers 2 **approx. 4,126 names**
Chief Staff Officers and Executive Management, Strategic Planning & Governance



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ASAE postal mailing list selections continued

Raw counts are shown below, before intra-file dupes are removed.

Organization Type (as designated by the member)

AMC (Association Management Company)	2,276
Trade + Professional Membership	3,308
Consultant	418
CVB (Visitors Bureau)	174
Education Institution	27
Federation of Associations	217
Government Agency	12
Hotel, Convention Center, Hospitality Industry	85
Industry Partner	400
Philanthropic, Foundation, or Charitable Org.	677
Professional Association	11,773
Trade Association	6,471

Primary Job Function

Chief Staff Officer (#1)	1,412
Communications, Public Relations & Publications	1,791
Component Relations	192
Convention, Exposition & Meeting Planning	1,875
Executive Mgmt., Strategic Planning & Finance	3,255
Fundraising, Development & Sponsorships	276
Government Relations & Public Policy	1,113
Human Resources	391
International Affairs	104
Legal	299
Marketing	1,394
Membership, Customer Service & Data Entry	2,225
Operations and Administration	3,583
Prof. Development, Credentialing & Knowledge Mgmt.	1,972
Sales	599
Survey and Research	289
Technology	2,054

Director	6,189
Manager	5,803
Employee (Non-Manager)	6,431
For-Profit CEO, President, Principal	340
Consultant	172

Organizational Revenue

Less than \$100 thousand	92
\$100 thousand but less than \$500 thousand	1,258
\$500 thousand but less than \$1 million	1,396
\$1 million but less than \$5 million	6,061
\$5 million but less than \$10 million	3,199
\$10 million but less than \$25 million	4,591
\$25 million but less than \$50 million	3,196
\$50 million but less than \$100 million	1,429
Over \$100 million	2,166

Organizational Scope

Local	618
State/Province	2,166
Regional	364
National	7,083
US and Canada combined	1,000
US with some International	2,323
International	8,806

Position Level

Assn CEO, Executive Director	3,234
C-Level, Exec Team, VP	3,460



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