

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



**31,959 Active US Members**      **\$175/M**  
(Includes Industry Partners)

ASAE is the membership organization and voice of the association profession. Founded in 1920, ASAE now has more than 39,000 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)  
National League of Cities

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** 1/18

**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. 3,922 names**  
Decision Makers who lead and manage associations and non-profit organizations

**Meeting & Exhibition Decision-Makers** **approx. 6,800 names**  
Chief Staff Executives and Meeting Planners who are involved in booking and planning events

**Technology Decision-Makers** **approx. 6,362 names**  
Chief Staff Officer's and Association Executives who manage the technology needs of their organization

**Marketing & Communication Decision-Makers** **approx. 3,284 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. 5,775 names**  
Association Executives who are responsible for finance, HR and other operational functions within the association

**Finance & Administrative Decision-Makers 2** **approx. 4,517 names**  
Chief Staff Officers and Executive Management, Strategic Planning & Governance



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# ASAE postal mailing list selections, continued

Raw counts are shown before intrafile dupes are removed.

## Organization Type (as designated by the member)

AMC (Association Management Company)	2,521
Trade + Professional Membership	4,421
Consultant	492
CVB (Visitors Bureau)	267
Education Institution	22
Federation of Associations	321
Government Agency	11
Hotel, Convention Center, Hospitality Industry	218
Industry Partner	614
Philanthropic, Foundation, or Charitable Org.	856
Professional Association	14,170
Trade Association	7,958

## Primary Job Function

Chief Staff Officer (#1)	1,177
Communications, Public Relations & Publications	1,481
Component Relations	195
Convention, Exposition & Meeting Planning	1,518
Executive Mgmt., Strategic Planning & Governance	3,941
Finance	1,425
Fundraising, Development & Sponsorships	273
Government Relations & Public Policy	785
Human Resources	356
International Affairs	94
Legal	270
Marketing	1,191
Membership, Customer Service & Data Entry	2,015
Operations and Administration	3,357
Prof. Development, Credentialing & Knowledge Mgmt.	1,728
Sales	681
Survey and Research	206
Technology	1,254

## Position Level

Assn CEO, Executive Director	3,967
C-Level, Exec Team, VP	3,619
Director	6,979
Manager	6,927
Employee (Non-Manager)	9,067
Retiree	40
For-Profit CEO, President, Principal	496

## Organizational Revenue

Less than \$100 thousand	703
\$100 thousand but less than \$500 thousand	1,502
\$500 thousand but less than \$1 million	1,647
\$1 million but less than \$5 million	7,189
\$5 million but less than \$10 million	3,663
\$10 million but less than \$25 million	5,610
\$25 million but less than \$50 million	3,585
\$50 million but less than \$100 million	2,017
Over \$100 million	2,356

## Organizational Scope

Local	882
State/Province	2,918
Regional	545
National	8,171
US and Canada combined	1,263
US with some International	2,980
International	11,606



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