

AMERICAN BUSINESS CLUB MASTERFILE

AMERBUSCLM

DECEMBER 2004

49,000 7/04-12/04 MEMBERS	\$85/M
953,000 BUSINESS MEMBERS	\$80/M
PHONE NUMBERS	+\$50/M

MATERIAL :
E-MAIL \$50.00/F

SUMMARY: THE AMERICAN BUSINESS CLUB IS A FAST GROWING AND INFLUENTIAL BUSINESS CLUB, FORMED BY A NETWORK OF BUSINESS EXECUTIVES AND PROVIDING A WEALTH OF EXPERIENCE, RESEARCH AND RECOMMENDATIONS FOR PRODUCTS AND SERVICES. OTHER FEATURES AND BENEFITS INCLUDE BUSINESS SUPPORT SERVICES, INSURANCE, BANKING, TAXES AND GOVERNMENT REGULATIONS, INTERNET SERVICES, SEMINARS AND WORKSHOPS. THE MASTERFILE CONTAINS THE LEADING CAPTAINS OF INDUSTRY INCLUDING CEO'S, PRESIDENTS, DIRECTORS, EXECUTIVE VICE PRESIDENTS FROM ALL BUSINESS ARENAS. THEY ARE SELECTABLE ALONG WITH TITLE CODES, EMPLOYEE SIZE, SALES VOLUME, SIC GROUPS AND FUNCTION GROUPS. THE AMERICAN BUSINESS CLUB IS GENERATED VIA DIRECT MAIL, SPACE ADVERTISING AND THE INTERNET AND PROVIDES AN EXCELLENT AUDIENCE FOR ALL BUSINESS TO BUSINESS INCLUDING GIFTS, COMPUTER HARDWARE/SOFTWARE, INSURANCE, MAGAZINES, SEMINARS, TELECOMMUNICATION OFFERS, OFFICE SUPPLIES AND MORE!!

SELECTIONS:
STATE/SCF \$6/M

ZIP \$6/M

SEX \$6/M

SPLIT \$6/M

TITLE \$10/M

EMPLOYEE SIZE \$10/M

SALES VOLUME \$10/M

SIC \$10/M

FUNCTION \$10/M

TITLE CODES:
271M CEO/PRESIDENT/DIRECTOR
253M OFFICER
94M EXECUTIVE VP/VICE PRESIDENT
305M MANAGER
52M OTHER TITLES

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000

EMPLOYEE SIZE:	SALES VOLUME:
407M 1-9	321M UNDER \$1M
545M 10-49	280M \$1M-\$4.9M
	87M \$5M-\$9.9M
	63M \$10M+

SIC CODE GROUPS:

1500-1999	CONSTRUCTION	29M
2000-3999	MANUFACTURING	454M
5000-5299	WHOLESALE	48M
5300-5999	RETAIL	63M
60-6299/66-6999	FINANCIAL	90M
7000-8999	BUSINESS/PROF	179M

FUNCTION CODES:

74M	FINANCIAL MANAGEMENT
66M	HUMAN RESOURCES
14M	INFORMATION TECHNOLOGY, MIS
39M	MARKETING & SALES
14M	MANAGEMENT OPERATIONS
27M	PURCHASING
186M	ENGINEERING

DEMOGRAPHICS: 70% MALE
 30% FEMALE

SOURCE: 25% DIRECT MAIL
 25% SPACE ADS
 50% INTERNET

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.