



List Rental. Details

➤ Custom NAA Mailing List



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LIST RENTAL



EVENTS



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The most comprehensive database of North American newspaper professionals actively working in the industry is managed by NAA.

Regularly updated to reflect personnel changes throughout the industry, the NAA membership database is unmatched.

You can have access to these newspaper executives as part of your own direct mail campaign. When you rent portions of the NAA database you will receive the member's name, title, company and complete mailing address. Choose a custom-built list based on job function, circulation-size, geography or publication frequency.

For more details regarding direct mail list rental, please call **Kevin McCourt** at (571) 366-1055 or at kevin.mccourt@naa.org.

Choose members based on Frequency, Geography, Circulation and Job Function*

- ▶ Daily
- ▶ Weekly
- ▶ Group/Corporate Executives
- ▶ Region/States
- ▶ U.S./Canada
- ▶ International
- ▶ Under 50,000 circulation
- ▶ 50,000 to 99,999 circulation
- ▶ 100,000+ circulation

Corporate Officials	5,140
Chairman	58
Executive or Group Vice President	261
Chief Executive Officer	75
Chief Financial Officer	105
Chief Information Officer	16
Chief Operating Officer	24
General Counsel	29
General Manager/Business Manager	1,230
President	337
Publisher	2,903
Other Senior Executive Management	102
Editorial	6,903
Associate Editor	107
Deputy/Assistant Editor	160
Editorial Director	2,705
Other Editorial Functions	175
Reporter/Columnist	325
Features	327
Graphics Management/Artist	461
Managing Editor	1,390
Ombudsman	11
Specialty Editor	1,147
Systems Editor	95

Advertising	5,676
New Media Advertising/Marketing Positions	100
National Advertising Director	32
National Advertising Manager	299
Advertising Director	1,184
Advertising Manager	1,217
Advertising/Other Functions	600
Advertising Vice President	120
Classified/Vice President/Director	132
Classified/Manager	937
Classified/Other Functions	224
Co-op Advertising Director	6
Co-op Advertising Manager/Assistant Manager	179
Display Ad Positions/Manager/Director	129
Retail Advertising Director	55
Retail Advertising Manager	384
Retail Other Job Function	78
Circulation	3,122
Alternate Delivery Manager	32
Circulation Director	916
Circulation Manager	1,843
Other Circulation Functions	222
(TMC) Total Coverage Manager	12
Circulation Vice President	97
Human Resources	887
Human Resources Director	342
Human Resources Manager	407
Labor Relations Director/Manager	48
Training Director/Manager	90
PR/Communications	267
Communications Director	27
Communications Manager	36
Library/Librarian	35
Public Relations Director	55
Public Relations Manager	114

Finance	1,902
Administrative Manager	551
Controller	386
Credit Manager	154
Other Finance/Administration/MIS	761
Purchasing Manager/Director	50
Marketing	3,612
Marketing Director	404
Marketing Manager	626
Marketing/Other Functions	476
Marketing Vice President	103
Marketing Services Director	19
Marketing Services Manager	28
NIE State Liaison	5
NIE Director/Manager	731
Promotion Director	35
Promotion Manager	169
Research Director	51
Research Manager	234
Telemarketing Director	4
Telemarketing Manager	102
Business Development Positions	175
Database Marketing Positions	64
New Media Management	318
Other/New Media Positions	68
Production & Operations	6,123
MIS/Systems Manager Director	1,024
Webmaster/Web Editor or Developer	321
Health & Safety Management	381
Operations Director	269
Operations Manager	490
Other Production/Operation	488
Post-Press Management	366
Pre-Press Management	541
Press/Newsprint Management	658
Production Director	471
Production Manager	1,114

*Estimates include U.S. and Canada newspapers, daily and weekly.



Newspaper Association of America

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