



AIIP List Rental Service

AIIP is the premier industry association for independent information professionals. Members are primarily small business owners who purchase products and services to help them operate and grow their businesses. They also recommend products and services to their clients, including libraries, consultants, small businesses, Fortune 500 companies, government and nonprofit organizations.

Our members want to know about information products, office equipment, telecommunications services, travel products, marketing and Internet services and other products that can help them run a smarter and more efficient business. They attend conferences, workshops and webinars, subscribe to journals, and are frequent purchasers of books, software, and office supplies.

AIIP's lists are updated frequently and include only members that wish to receive direct marketing offers, so you won't waste postage and effort on outdated addresses or members that are not interested in hearing from you.

Postal Addresses

Reach AIIP members directly with your postcard, letter or brochure. Addresses are provided in electronic format (via E-mail attachment) or on pressure-sensitive labels. Direct mail is an effective way to drive traffic your AIIP conference exhibit or support your ad in the *AIIP Connections* newsletter. Cost includes **one use** of the list and shipping/handling of your list order.

Email Broadcast

Drive traffic to your website with an E-mail broadcast to AIIP members. Simply send us your text and we will broadcast your message through our E-mail broadcast service. Cost includes a predeployment test, one broadcast and a click-through tracking report.

How to Order

- Complete the attached order form
- Sign the list rental agreement
- Send your mailpiece to AIIP for approval

Please allow 10 business days for list owner approval and processing. Contact the AIIP office for more information at 225-408-4400 or office@aiip.org.

AIIP List Rental Order Form

Postal addresses – electronic format

- Non-member rental fee - \$595
- Member rental fee - \$395

Postal addresses – pressure-sensitive labels

- Non-member rental fee - \$645
- Member rental fee - \$410

E-mail broadcast

- Non-member rental fee - \$200
- Member rental fee - \$49

Bill to:

Name _____ Company _____

Address _____

City _____ State/Country _____ Postal Code _____

Phone _____ Email _____

- Send me an invoice**
- Check or money order enclosed**
- Bill my credit card:** **Visa** **MasterCard** **AmEx** **Discover**

Card no. _____ Expiration date ____/____ CVV# _____

Cardholder name (as printed on card) _____

Signature _____

Ship to:

- Same as billing address

Name _____ Company _____

Address _____

City _____ State/Country _____ Postal Code _____

E-mail, fax or mail your order to:



8550 United Plaza Blvd., Ste 1001
Baton Rouge, LA 70809
Phone 225-408-4400 Fax 225-408-4422
office@aaiip.org