



Bethesda List Center, Inc.
4300 Montgomery Ave., Ste. 207
Bethesda, MD 20814-4463
Phone 301.986.1455 Fax 301.907.4870
eMail: info@bethesda-list.com
Web: www.bethesda-list.com

**Association Executives from Columbia Books
ORDER FORM**

Please complete the order form below and fax the first 3 pages **along with a copy of your mail-piece** to 301-907-4870. If pre-payment is required you will receive an invoice via fax within 1 business day.

Please print clearly.

Date: _____

P.O.#: _____

Billing Information: (If pre-payment is required you will receive an invoice promptly)

Name: _____
Company: _____
Street _____
City _____ State _____ ZIP _____
Phone #: _____ Fax _____
EMAIL _____

Mail Date: _____

QUANTITY OF NAMES: _____ Please note there is a minimum order on this list, if you have any questions, please refer to the datacard or contact your customer care representative

Geography Selection

Total US

State/Zip-code/SCF Code: (if there are more than 20 zip or scf codes, please send electronically to email address below)

OUTPUT FORMAT 3.5 DISKETTE (S/H charges will apply) EMAIL _____
Please clearly print e-mail address here

Mailing List Selections:

FORMAT: Direct Mail Only Telephone Only Fax Only
GENDER: Female Male
ORG TYPE Mgmt Firm State or Regional National Trade or Professional Assn
JOB FUNCTION: Admin/Finance Education Publications
 Chief of Staff Govt Relations Human Resources
 Communications Legal Computer/Information Technology
 Convention/Meetings Membership



BUDGET RANGE:

- | | | |
|---|--|---|
| <input type="checkbox"/> Not Available | <input type="checkbox"/> \$100K - \$250K | <input type="checkbox"/> \$5MM - \$10MM |
| <input type="checkbox"/> Under \$10K | <input type="checkbox"/> \$250K - \$500K | <input type="checkbox"/> \$10MM - \$25MM |
| <input type="checkbox"/> \$10K - \$25K | <input type="checkbox"/> \$500K - \$1MM | <input type="checkbox"/> \$25MM - \$50MM |
| <input type="checkbox"/> \$25K - \$50K | <input type="checkbox"/> \$1MM - \$2MM | <input type="checkbox"/> \$50MM - \$100MM |
| <input type="checkbox"/> \$50K - \$100K | <input type="checkbox"/> \$2MM - \$5MM | <input type="checkbox"/> \$100MM + |

YEAR FOUNDED:

- | | | | |
|--|------------------------------------|------------------------------------|-------------------------------|
| <input type="checkbox"/> Not Available | <input type="checkbox"/> 1961-1965 | <input type="checkbox"/> 1991-1995 | <input type="checkbox"/> 2001 |
| <input type="checkbox"/> 1700-1900 | <input type="checkbox"/> 1966-1970 | <input type="checkbox"/> 1996 | <input type="checkbox"/> 2002 |
| <input type="checkbox"/> 1901-1920 | <input type="checkbox"/> 1971-1975 | <input type="checkbox"/> 1997 | <input type="checkbox"/> 2003 |
| <input type="checkbox"/> 1921-1950 | <input type="checkbox"/> 1976-1980 | <input type="checkbox"/> 1998 | <input type="checkbox"/> 2004 |
| <input type="checkbox"/> 1951-1955 | <input type="checkbox"/> 1981-1985 | <input type="checkbox"/> 1999 | <input type="checkbox"/> 2005 |
| <input type="checkbox"/> 1956-1960 | <input type="checkbox"/> 1986-1990 | <input type="checkbox"/> 2000 | <input type="checkbox"/> 2006 |

BUSINESS DESCRIPTION:

- | | | |
|--|--|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Fire And Ems | <input type="checkbox"/> Pest Control |
| <input type="checkbox"/> Advertising Industry | <input type="checkbox"/> Food Industry | <input type="checkbox"/> Petroleum Industry |
| <input type="checkbox"/> Aerospace | <input type="checkbox"/> Food Processing | <input type="checkbox"/> Pharmaceutical Industry |
| <input type="checkbox"/> Aging | <input type="checkbox"/> Food Service | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Funerals | <input type="checkbox"/> Planning |
| <input type="checkbox"/> Alcoholic Beverages | <input type="checkbox"/> Gas | <input type="checkbox"/> Plastics Industry |
| <input type="checkbox"/> Apparel | <input type="checkbox"/> Government | <input type="checkbox"/> Plumbing |
| <input type="checkbox"/> Appraisers | <input type="checkbox"/> Graphic Arts | <input type="checkbox"/> Police |
| <input type="checkbox"/> Aquaculture | <input type="checkbox"/> Handicapped | <input type="checkbox"/> Pollution |
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Hardware | <input type="checkbox"/> Press |
| <input type="checkbox"/> Arts & Crafts | <input type="checkbox"/> Healthcare | <input type="checkbox"/> Printing |
| <input type="checkbox"/> Automotive Industry | <input type="checkbox"/> Heating And Cooling | <input type="checkbox"/> Psychology & Psychiatry |
| <input type="checkbox"/> Aviation | <input type="checkbox"/> History | <input type="checkbox"/> Public Relations |
| <input type="checkbox"/> Banking | <input type="checkbox"/> Home Furnishings | <input type="checkbox"/> Publishing |
| <input type="checkbox"/> Beverage Industry | <input type="checkbox"/> Horticulture | <input type="checkbox"/> Railways |
| <input type="checkbox"/> Biology | <input type="checkbox"/> Hospitals | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Broadcasters | <input type="checkbox"/> Hotels | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Building Materials | <input type="checkbox"/> Imports And Exports | <input type="checkbox"/> Rehabilitation |
| <input type="checkbox"/> Business | <input type="checkbox"/> Insurance Industry | <input type="checkbox"/> Religion |
| <input type="checkbox"/> Chemicals & Chemical Industry | <input type="checkbox"/> Jewelry & Gems | <input type="checkbox"/> Rentals |
| <input type="checkbox"/> Children | <input type="checkbox"/> Journalism | <input type="checkbox"/> Research |
| <input type="checkbox"/> Cleaners | <input type="checkbox"/> Labor Unions | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Clubs | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Commodities | <input type="checkbox"/> Language | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Lawyers And The Law | <input type="checkbox"/> Sanitation |
| <input type="checkbox"/> Computers | <input type="checkbox"/> Libraries And Archives | <input type="checkbox"/> Science |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Livestock | <input type="checkbox"/> Securities Industry |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Machinery | <input type="checkbox"/> Security |
| <input type="checkbox"/> Consumer Electronics | <input type="checkbox"/> Mail And Package Delivery | <input type="checkbox"/> Shipping And Trucking |
| <input type="checkbox"/> Contractors | <input type="checkbox"/> Management | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Conventions And Exhibits | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Standards & Testing |
| <input type="checkbox"/> Cooperatives | <input type="checkbox"/> Marketing | <input type="checkbox"/> Statistics |
| <input type="checkbox"/> Corrections | <input type="checkbox"/> Mathematics | <input type="checkbox"/> Taxes |
| <input type="checkbox"/> Cosmetics & Cosmetology | <input type="checkbox"/> Meat | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Counseling | <input type="checkbox"/> Medicine | <input type="checkbox"/> Textiles |
| <input type="checkbox"/> Credit | <input type="checkbox"/> Mental Health | <input type="checkbox"/> Theater |
| <input type="checkbox"/> Dairy Industry | <input type="checkbox"/> Metal Working | <input type="checkbox"/> Therapeutics |
| <input type="checkbox"/> Dentistry | <input type="checkbox"/> Metals | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Design | <input type="checkbox"/> Minerals | <input type="checkbox"/> Travel Industry |
| <input type="checkbox"/> Economics | <input type="checkbox"/> Mining Industry | <input type="checkbox"/> Utilities |
| <input type="checkbox"/> Education | <input type="checkbox"/> Minorities | <input type="checkbox"/> Veterinary |
| <input type="checkbox"/> Electricity And Electronics | <input type="checkbox"/> Motion Pictures | <input type="checkbox"/> Water |
| <input type="checkbox"/> Employees And Employment | <input type="checkbox"/> Music | <input type="checkbox"/> Welfare |
| <input type="checkbox"/> Energy | <input type="checkbox"/> Nursing | <input type="checkbox"/> Wholesalers |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Packaging | <input type="checkbox"/> Women |
| <input type="checkbox"/> Environmental Conservation | <input type="checkbox"/> Paper Industry | <input type="checkbox"/> Wood & Wood Products |
| <input type="checkbox"/> Executives | <input type="checkbox"/> Parks | <input type="checkbox"/> Writers |
| <input type="checkbox"/> Eyes And Eyecare | <input type="checkbox"/> Pediatrics | |
| <input type="checkbox"/> Feed & Grain | <input type="checkbox"/> Personnel | |



Payment Information:

VISA

MASTERCARD

Number: _____

Exp Date: _____

Name: _____

Signature: _____

CVN#: _____

CVN#...



Your credit card will not be charged until we receive final approval from you on the quantity and cost.

TERMS & Conditions: 1. We believe the information in this list is accurate but we cannot guarantee its accuracy or the outcome of a mailing. 2. Stated prices are for one-time usage only. 3. Net name arrangements are available on large orders for many lists. 4. Commissions are paid to recognized brokers and advertising agencies at standard industry rates. 5. Names will be shipped only to a bonded mailhouse or service bureau. 6. Purchase orders are required. 7. Payment in full is required within 30 days of an invoice. Bethesda List Center, Inc has the right to ask for prepayment on any order. 8. Cancellations must be in writing and accompanied by the returned names and are subject to running charges. Orders canceled after mail date will be billed at full price. 9. We are not liable for any damages or loss sustained through use of this list, nor for any special or consequential damages, and in no event shall our liability exceed the price of the list.

I understand and agree to the terms and conditions above. *(Orders will not be processed without valid signature)*

Name: _____

Signature _____

Date: _____

Thank you for your order. We will be in contact with you as soon as possible with a final quantity and cost of your list order. All orders generally ship within 3-5 business days of receipt. Please contact the customer care representative listed below if you have any questions.





Single Use List Rental Agreement

Between _____ (hereinafter called the Buyer) and Columbia Books Inc. of Washington, DC (hereinafter called the Seller) for the rental of one (1) copy of the Seller's list of: _____

Count: _____ . Media: _____ Email: _____

The Buyer recognizes that all names and addresses (the "List") furnished by the Seller are very valuable assets of the Seller and at all times remain the exclusive property of the Seller and are protected under copyright and as a Trade Secret. The Buyer agrees to use the List for its own internal purposes only, and not to rent, sell, give to or copy it for any other individual, company, or corporation for any purpose whatever. If the Buyer is sold, merged, or files for bankruptcy, all rights in these lists flowing from this AGREEMENT revert to the Seller.

The List made available to the Buyer under this AGREEMENT is for one (1) time use only. The Buyer recognizes that unauthorized use or conveyance of the List, including, without limitation, making the List available to a competitor of the Seller, infringes on the Seller's copyrights and can cause irreparable damage to the Seller. The source of the list is to be held in strict confidence and no announcement or identification of Columbia Books, Inc. or its publications is to be made.

The Buyer agrees that the List will not be used to enhance or add information to another file or database. All mailings will be conducted in accordance with applicable laws and accepted industry practices. The records that have been placed by the seller to help detect unauthorized usage will not be altered, eliminated or otherwise made ineffective by us or our agents, vendors, or other service providers.

Immediately after the limited licensed use, the Buyer will cause the list to be completely destroyed and purged from all mediums, including electronic storage, disk, tape, and printed documents.

The price for one (1) time use of this list shall be \$_____.

The Buyer may convert this Agreement to one (1) year, multiple use for an additional payment of \$_____. The term of the one year rental agreement shall extend from the date of the original rental in this agreement.

List User (Buyer):
Name: _____
Company: _____
Signature: _____
Date: _____

List Owner (Seller):
Name: **Sara Friedman**
Company: **Columbia Books, Inc.**
Signature: _____
Date: _____

List Manager:

Bethesda List Center, Inc.
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Bethesda, MD 20814-4463
Phone 301.986.1455 Fax 301.907.4870
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Pricing Guidelines

The cost of your order is calculated by computing and adding together:

- Base rental price
- Selection charges
- Materials charges
- Shipping charges

These are explained below.

Base price rental for all the mailing label records is \$175 per thousand (17.5 cents each). The minimum base charge is \$350, regardless of the number of records selected. The "breakeven" number is 2,000 records; that is, orders totaling 2,000 and up are at a marginal base cost of 17.5 cents for each record.

Selection charges start at \$10 per thousand records (one cent each). These charges are applied only to the actual records chosen, even if your base selection is 2,334 or less. A separate charge is made for each selection (role, geography, gender).

Format/Delivery Charges

| | |
|----------|---|
| Diskette | \$35 + shipping no matter how many records shipped. |
| Email | \$35 no matter how many records shipped. |

Shipping charges

Diskette shipments vary depending on the method and speed of delivery. You will be asked to decide on the shipping method

The final price for your order will be calculated and transmitted to you after all information is obtained and before you authorize us to ship your order.

