

List Rental Approval

- A copy or PDF of your mailing piece (or mock-up with text) is required with your order to ensure that materials mailed to MLA members are consistent with the association’s goals and policies. MLA may refuse a list-rental order if the list use is considered inappropriate for the interests of MLA members. **We will not ship orders without a sample mailing piece and a signed copy of the license agreement.**

List Counts and Price Schedule

- MLA’s list-rental prices are **fixed costs**, based on the list you choose. List brokers receive a **15% discount** on price of a list.
- List descriptions, approximate counts, and prices for the variety of lists appear below. Because counts are approximate, we encourage you to contact us for more accurate counts prior to your print run. This will ensure that you don’t print too many (or too few) pieces for your mailing.

<u>CODE</u>	<u>MEMBERSHIP LIST OPTIONS</u>	<u>APPROX. COUNT*</u>	<u>PRICE</u>
ASCA	All MLA members & print subscribers**, worldwide.....	3,780 \$1,385
ASCDR	All MLA members & print subscribers, US & Canada only.....	3,195	\$1,280
ASCUR	All MLA members & print subscribers, US only.....	2,980 \$1,175
ACR	All MLA members, worldwide	2,630 \$1,080
ACDR	All MLA members, US & Canada only	2,990 \$1,020
ACUR	All MLA members, US only	2,860 \$995
INCR	MLA individual members, worldwide	2,550 \$840
INDR	MLA individual members, US & Canada only	2,450 \$800
INUR	MLA individual members, US only	2,345 \$755
ISCR	MLA institutional members & print subscribers, worldwide.....	880 \$585
ISDR	MLA institutional members & print subscribers, US & Canada.....	700 \$475
ISUR	MLA institutional members & print subscribers, US only.....	665 \$430
ICR	MLA institutional members, worldwide	580 \$260
IDR	MLA institutional members, US & Canada only	560 \$250
IUR	MLA institutional members, US only	535 \$240

**Numbers are not a complete count of all MLA members. Some members have opted not to receive unsolicited mail.*

*** Nonmembers subscribe to the Journal of the Medical Library Association and MLA News.*

Geographic Regions

- Do you want to target specific zip codes or geographic regions? MLA can help! Give us your specifications, and we will produce a list for specific states, regions, or cities from the entire MLA US members and subscribers list. No geographic selections are available for the special interest sections on page 2.

GEOSpecial geographic selections(e.g., country, state, city, zip) ...count varies \$400/thousand

Additional Services

- MLA lists **do not include email addresses or telephone numbers**. If you wish to reach our members by email, please contact Barb Redmond at mlacom2@mlahq.org or 312.419.9094 x26.
- **Track your success with custom keycoding.** Get the marketing information you need with MLA’s keycode service! You create the first line of each label we deliver to you—up to six characters—so you can target your mailings, test the effectiveness of your promotions, and track your success! Print or type your selected keycode in the space provided on the order form—we’ll make sure it’s at the top of every label we send you.