

Channel_e™ Email Services: government



From MCH—America's Leading Compiler of Institutional Data

The MCH B2i Advantage

For years, direct marketers have relied on the quality of MCH's mailing lists to help them reach key decision makers at schools, hospitals, and local government offices. We've taken our commitment to quality one step further and are now offering Channel_e™ email addresses for local government administrators.

Make your connection using any of the detailed job functions and attributes available on the MCH local government database. We've used CAN-SPAM compliant processes and our rigorous quality control to develop a database of local government decision makers ready to respond to your offers.

Channel_e™ provides a comprehensive and multi-channel solution to your marketing needs. Research shows that response rates increase when you supplement your print offers with email campaigns. Rely on MCH's quality as you develop your next campaign.

Contact your MCH representative for the most recent email counts.

Acquire new customers

Channel_e™ Prospect targets your message to the professionals who are poised to respond to your offers. Use any selection attributes from MCH's premium databases to craft the right list for your offers.

Boost response rates

Channel_e™ Companion supports your direct mail campaign with email messaging. Direct potential buyers to watch for your mail promotion with this specially priced multi-channel combination.

Increase customer retention

Channel_e™ Append enhances your customer records with MCH-certified email addresses. Add new points of contact with your best buyers to drive retention and increase the profitability of your marketing.

At a Glance: Government Email

**Government Administrator
Email Addresses.....32,916**

EMAIL SERVICES

Channel_e™ Prospect..... \$350/M
Channel_e™ Prospect, 2nd deployment \$280/M

Channel_e™ Companion..... \$300/M
Channel_e™ Companion,
2nd deployment \$265/M
Must be combined with a postal mailing list billed separately.

Channel_e™ Append \$1,075/M
Channel_e™ Append matching..... \$6/M
Additional MCH data elements can also be appended; please inquire.

Minimum Order \$1,000

ADDITIONAL ITEMS

Message set-up \$100*
Custom input file preparation \$100*
Custom output file layout set-up \$50*
Rush service..... \$100**
Click-to-Tracking Free
Image & File Hosting Free*
Selections Inquire

*Includes basic service and single file or message set-up. Complex configurations and additional input or output files incur additional charges.

**Rush service is limited to available capacity.

Broker discounts available; please inquire.

PAYMENT

First orders from new clients must be paid in advance. We accept Visa, MasterCard, and American Express. For credit terms on future orders, please inquire.

IMPORTANT CONSIDERATIONS

MCH reserves the right to request sample mailing pieces and to approve the content of email messages. Cancelled orders are subject to the minimum order charge of \$1,000. Prices, counts, and offers are subject to change without notice. Add state and local taxes where applicable.

Channel_e™ Email Services: Government

Administrative Personnel

	Postal Count	Email Count
City Clerk/County Clerk.....	23,869	3,255
City Manager/County Manager	10,379	2,096
Coroner	1,216	243
County Commissioner.....	929	157
Chair of County Commission.....	1,681	572
Elections Director.....	1,562	317
First Selectman.....	6,009	394
Human Resources Director.....	3,477	849
Information Technology Director.....	1,762	678
Mayor.....	16,750	1,494
Public Information Officer.....	1,144	256
Risk Manager.....	567	133
Veterans Affairs Director.....	1,136	353

Community Development Personnel

	Postal Count	Email Count
Agriculture Commissioner	123	36
Building Official.....	6,635	1,241
Community Development Director.....	1,491	401
Development Services Director	86	29
Economic Development Director.....	1,207	309
City Engineer/County Engineer	4,349	804
Housing Director	761	112
Industrial Authority Director.....	78	11
Land Commissioner.....	162	64
Planning Director	7,647	1,070
Recorder	2,022	580
Registrar of Deeds.....	1,176	429
Zoning Administrator	6,431	1,001

Finance Personnel

	Postal Count	Email Count
City Assessor/County Assessor.....	6,460	1,079
City Auditor/County Auditor.....	3,688	459
Budget Director	698	165
Finance Director	6,269	1,343
Grants Coordinator	103	27
Purchasing Agent.....	1,810	430
Tax Collector.....	6,872	1,015
Treasurer.....	15,461	2,004

Judicial Personnel

	Postal Count	Email Count
City Attorney/County Attorney.....	19,686	1,414
Court Clerk.....	4,555	583
District Attorney	795	109
Magistrate	409	20
Presiding Judge	6,492	156
Probate Judge	383	34
Probation Director	334	100
Prosecuting Attorney.....	1,046	301
Public Defender	380	78



Public Service Personnel

	Postal Count	Email Count
Animal Control Officer.....	1,228	134
Director of Aging.....	575	202
Emergency Services Director.....	5,639	980
Family Services Director	135	56
Health Official.....	2,673	585
Parks and Rec Director	6,202	1,317
Public Safety Coordinator	596	101
Welfare Director.....	1,239	300

Public Works Personnel

	Postal Count	Email Count
Aviation Director	580	72
GIS Coordinator.....	362	190
Pollution Control Director.....	774	269
Public Works Director	8,534	1,229
Roads & Bridges Director.....	978	167
Street Superintendent.....	6,162	425
Surveyor	405	80
Transportation Director	335	68
Utilities Director	2,156	210
Water Director	5,073	275
Weed Superintendent	259	55