



Mailing List Rental Guidelines

The **American College of Cardiology (ACC)** is the leading medical society and teaching institution for U.S. cardiovascular health care professionals. Our mission is to foster optimal cardiovascular care and disease prevention by providing professional education, leading the development of practice guidelines, contributing to the health care policy debate, and promoting medical research. This document provides information on the availability of several ACC mailing lists for rental.

All orders must be pre-paid by check or credit card

Available Formats

- Electronic file via e-mail in ASCII comma delimited or will convert to Excel upon request

Pricing

The minimum order is \$695 each for all ACC lists. Pricing is as follows:

- \$210 per thousand
- Additional: \$30 per thousand charge per selection. The ACC does not offer broker discounts.

Delivery

Allow 5 – 7 business days for delivery. This includes approval of mailing copy. An additional 25% charge will be added for rush orders. Rush orders will be shipped within 3 days of receiving the order.

Available Lists

Detailed data on all lists are provided in the attached data tables. Available selections are indicated for each respective list (collection dates for selection variables are indicated for each list table).

- 1. ACC Members:** Updated daily. Includes both U.S. and international members.
- 2. U.S. Cardiovascular Training Directors:** Available at a cost of \$695. Updated annually as part of research conducted to provide the Training Directors supplement in the October JACC (completed September 15). Includes training directors in adult cardiology, cardiovascular surgery, and pediatric cardiology (333 as of 07/09).
- 3. ACC.09 and i2 Summit 2009 Professional Registrants:** Professional registrants for ACC.09 and i2 Summit in Orlando, March 2009.
- 4. ACC.10 & i2 Summit 2010 Professional Registrants:** Professional registrants for ACC.10 and i2 Summit in Atlanta, March 2010.

Selections and List Coding

Selections are only available for variables provided in the attached list tables.

There is a maximum of 3 selection variables for any list at an additional cost of \$30.00 per thousand per selection variable. "Nth" selects are available at an additional charge of \$100 per selection.

Key coding is available at an additional cost of \$10.00 per thousand and must be limited to 12 characters (only one keycode per order). Key codes should not contain the letters "ACC."

All selections from a single list are merged so that duplicate names are not provided. A merge/purge for orders which include selections from the ACC membership list and the Annual Scientific Session registration lists is available at an additional charge of \$250 per merge/purge.

Orders for split lists will be treated as two orders incurring the minimum \$695 charge for each list. This applies particularly to orders requesting more than one keycode.

Sorts by zip code and alpha (last name) are available.

Ordering Requirements and Restrictions

1. ACC lists are available for rental for one-time use only by the requestor, and cannot be reproduced or reused in any form or resold to another user. ACC seeds the mailing for production control. Telephone numbers, fax numbers and email addresses are not provided. Customer is liable for any unauthorized use of our lists.
2. All orders must be submitted in writing using the attached form and all sections must be completed. **This form is to be accompanied by a copy of the mailing piece 10** working days prior to the anticipated delivery of the list(s).
3. Purchaser will be billed prior to shipment of the order. Payment is due at time of service. Failure to receive payment will preclude future use of ACC Mailing Lists.
4. All cancellation requests must be received in writing. A \$150.00 fee will be charged for cancellations of all processed orders.
5. A \$150.00 fee will be added for change requests to already processed orders.
6. Surveys will only be considered if they are to be mailed with a cover letter which clearly acknowledges the survey sponsor and does not imply a connection to, or mention of, the ACC. The cover letter and final copy of the survey must accompany your order.
7. The College reserves the right to refuse list rental orders for use with any program that is in direct conflict with an ACC program. For purposes of this policy, direct conflict is defined as "any program on the same subject as an ACC program, in the same geographic region, which takes place within thirty (30) days, before or after, the ACC program."
8. In addition to the Direct Conflict policy set forth above, the College reserves the right to refuse list rental orders for any use that the College deems to be incompatible with the purposes and activities of the College or for any other reason. ACC accepts the responsibility for notification of rejection and the return of any fees paid in advance to ACC.
9. The names and addresses provided by the American College of Cardiology are the property of the ACC and are supplied for the specific mailing ordered and for no other purpose. Downloading and maintaining a database of this information is strictly prohibited.
10. Use of ACC lists in no way constitutes approval or endorsement of products, programs or services distributed through mailings. **Use of the ACC name or logo in promotional materials is strictly prohibited.**
11. ACC shall not be liable for any loss/damages incurred through the use of our lists, and does not guarantee results from the use of any of our lists.

List Data Tables

List #1

ACC Members (Estimated numbers based on previous year's membership, and may be subject to change.)

(All selection variables are updated daily except the 2009 Membership Profile variables.)

- By Country
- By U.S. State
- By Membership Category
- By Primary Medical Specialty
- By Secondary Medical Specialty
- By Primary Practice Setting, CME Interests, Performance of Procedures, Clinical Focus

Country

Canada	668
Mexico	105
United States	23,353
Other	2,659

Total: 26,785

U.S. State

Alabama	306
Alaska	29
Arizona	439
Arkansas	160
California	2,041
Colorado	260
Connecticut	382
Delaware	86
District of Columbia	131
Florida	1,741
Georgia	575
Guam	1
Hawaii	56
Idaho	60
Illinois	901
Indiana	414
Iowa	168
Kansas	176
Kentucky	306
Louisiana	338
Maine	78
Maryland	552
Massachusetts	788
Michigan	707
Minnesota	403
Mississippi	130
Missouri	458

Montana	45
Nebraska	126
Nevada	167
New Hampshire	108
New Jersey	958
New Mexico	92
New York	1,976
North Carolina	635
North Dakota	25
Ohio	979
Oklahoma	187
Oregon	184
Pennsylvania	1,317
Puerto Rico	119
Rhode Island	102
South Carolina	290
South Dakota	34
Tennessee	474
Texas	1,421
Utah	134
Vermont	44
Virginia	553
Virgin Islands	3
Washington	389
West Virginia	107
Wisconsin	339
Wyoming	24

Membership Category

Fellows	21,816
Assoc. Fellows	600
Members	4,143
Fellows in Training	3,492
Cardiac Care Associates	4,205

Primary Medical Specialty

Administration	24
Adult Cardiology	17,447
Anesthesiology	24
Cardiothoracic Surgery	193
Cardiovasc. Research	83
Cardiovasc. Surg.	1,033
Clinical/General Cardiology	1,252
Echocardiography	231

Echocardiology/Echocardiography	90
Electrophysiology	1,096
Heart Failure/Transplant	103
Internal Med.	528
Interventional Cardiology	2,348
Invasive Cardiology	160
Non-Invasive Cardiology	105
Nuclear Cardiology	47
Pathology	47
Pediatric Card.	1,345
Pediatrics	44
Pharmacology	17
Physiology	16
Preventive Cardiology	60
Radiology	28
Research	96
Thoracic Surgery	74

Adult Cardiologists' Secondary Medical Specialty

Adult Cardiology	1,457
Adult Congenital Cardiology	190
Administration	35
Clinical/General Cardiology	642
Critical Care Medicine	190
Cardiovascular Surgery	58
Cardiovascular Research	150
Echocardiography	672
Echocardiology/Echocardiography	616
Electrophysiology	568
Geriatrics	212
Heart Failure/Transplant	94
Invasive Cardiology	286
Internal Med.	4,824
Interventional Cardiology	1,501
MR/CT Cardiology	59
Non-Invasive Cardiology	87
Nuclear Cardiology	544
Nuclear Medicine	13
Pediatric Card.	125
Pharmacology	43
Physiology	46
Preventive Cardiology	166

Pulmonary Dis.	30
Research	209
Thoracic Surgery	618
Vascular Medicine	72

Cardiac Care Associates

Clinical Nurse Spec.	125
Nurse Practitioners	1,774
Physicians Assistants	742
Registered Nurses	1,461

Primary Practice Setting

Solo Practice	2,286
CV Group Practice	10,668
Multi-Specialty Group Practice	1,778
HMO Group and Staff Model	160
Gov't Hospital or Agency	702
Non-gov't Hospital	894
Med School or Univ. Faculty	3,489

2009 Membership Profile (U.S. and International)

***The following are independent questions. Individuals could respond in the affirmative for any or all categories.*

Performance of Procedures**

Ambulatory ECG Monitoring	8,880
Cardiac Cath-Diagnostic	6,544
Cardiac Cath-Intervention	4,205
Cardiac Cath-Intravascular Ultra	2,803
Coronary Artery Bypass Graft	1,306
Echocardiography	8,747
Electrocardiography	10,739
Electron Beam Tomography	1,683
Electrophysiology	1,533
Exercise Stress Test	10,323
ICD Implants	1,517
ICD Testing	3,458
Nuclear Cardiology	6,108
Pacemaker Programming	6,412
Perm Pacemaker Implants	4,017
Tilt Table Testing	4,648

Cardiovascular Disease-Women	10,380
Cardiovascular Pharmacology	9,493
Congenital Heart Disease	8,984
Coronary Artery Disease	11,398
Critical Care/Emergency Cardiology	9,074
Disease Management	8,660
Electronic Medical Record	6,744
Epidemiology	6,880
Exercise Physiology	7,745
Health Economics	6,831
Heart Failure	11,775
Hyperlipidemia	11,279
Hypertension	10,910
Molecular Cardiology/Gene Exp	7,039
Pacing and ICD	7,758
Practice Management	7,074
Prevention/Risk Factor Mgmt	9,191
Using Clinical Practice Guidelines	8,549
Using Outcomes Data	8,513
Valvular Heart Disease	11,621
Vascular Disease	10,605

CME Interests**

Acute Ischemic Syndromes	9,261
Arrhythmia	11,493
Auscultation	6,644
Board Cert/Recert/Added Qualification	10,500
Cardiac MRI	5,943
Cardiology Review	9,377
Cardiomyopathy/Myocarditis	11,373
Cardiovascular Disease- Elderly	10,540

Primary Profession**

Interventional	2,624
Invasive	1,806
Non-Invasive	2,097

List Data Tables (Continued)

List #2
**U.S. Cardiovascular
 Training Directors**
(By Specialty)

Specialty	
Adult Cardiology	194
Cardiovascular Surgery	95
Pediatric Cardiology	44
Total:	333

List #3
**ACC.09 and i2 Summit 2009
 Professional Registrants**
(Numbers are final registration as of March 30, 2009)

- Available Selections:**
- By Registration Category
 - By U.S. State
 - By Country
 - By Medical Specialty
 - By Clinical Focus

Registration Category

Physician/Scientist	5,354
Nurse/Nurse Practitioner	650
Practice Administrator	73
Nonmedical	2,000
Total:	10,669

U.S. 6,369
 International 4,300
(Specific states or countries available by request)

Total: 10,669

Medical Specialty

Adult Cardiology	6,540
Adult Congenital	58
Cardiology	444
Cardiovascular Surgery	236

Family/General Practice	72
Internal Medicine	370
Nuclear Medicine	33
Pediatric Cardiology	245
Pharmacology	160
Radiology	34
Other	2,475

Clinical Focus

Non-Clinical	165
Adult Congenital	77
Cardiology	141
Electrophysiology	450
General	2,645
Heart Failure	614
Imaging	1,015
Interventional	2,121
Pediatric	181
Preventive	317
Surgery	174
Transplant	41
Vascular Medicine	195
Other	2,533

List #4
**ACC.10 and i2 Summit 2010
 Professional Registrants**

Estimates — Data Changes Daily:

- Available Selections:**
- By Registration Category
 - By U.S. State
 - By Country
 - By Medical Specialty
 - By Clinical Focus

Registration Category

Physician/Scientist	4,126
Nurse/Nurse Practitioner	854
Practice Administrator	100
Nonmedical	1,150
Total:	6,230

U.S. 4,366
 International 1,864
(Specific states or countries avail. by request)

Total: 6,230

Medical Specialty

Adult Cardiology	3,750
Electrophysiology	200
Family/General Practice	60
Internal Medicine	200

Interventional	300
Nuclear Medicine	20
Pediatric Cardiology	200
Pharmacology	50
Radiology	27
Thoracic Surgery	100
Other	900

Clinical Focus

Non-Clinical	150
Adult Congenital	50
Ambulatory/General	1,500
Critical Care	200
Electrophysiology	307
Heart Failure/Transplant	280
Interventional	922
Non-Invasive Imaging	500
Pediatric/Congenital	150
Preventive	102
Surgery	79
Vascular	90
Other	1,800

ACC.10 ANNUAL SCIENTIFIC SESSION AND i2 SUMMIT NON-CME/CE SATELLITE EVENT ANNOUNCEMENTS AND INVITATIONS

All must clearly indicate the name(s) of the sponsor(s), and must state: "This event is not part of the official ACC Annual Scientific Session and/or the American College of Cardiology's Innovation in Intervention: i2 Summit in Partnership with the Cardiovascular Research Foundation (CRF) as planned by their Program Committees."

All copy for non-CME/CE Satellite Event publications such as announcements, invitations, Web sites, posters and booth flyers must be approved by ACC prior to printing. Please submit these materials in their final, layout form to satelliteevents@acc.org between December 14, 2009 and March 5, 2010. Please note that ACC does not need/wish to approve program syllabus or presentation materials.

Please consult the Events and Symposia/Booth Invitation and Announcement Reference Guide and the Non-CME/CE Satellite Event Guidelines in the Exhibitor Service Kit or on the expo Web site at www.expo.acc.org for important guidelines for your mailing piece as well as materials submission procedures.

For information regarding CME/CE Educational Satellite Symposia materials submission and review processes, please contact Obsie Debela at odebela@acc.org or (202) 375-6247.

Order Form

All orders must be pre-paid by check or credit card

To Order:

Fax or mail your completed order form and sample of mailing piece to:

Resource Center
American College of Cardiology

2400 N Street, NW
Washington, DC 20037

Fax: (202) 375-6842

For all questions please contact:

Tishar Cook, List Manager
(800) 253-4636, ext. 6279
(202) 375-6279
tcook@acc.org

The advance registration list will be available after Jan. 18, 2010.

- Allow 5 – 7 business days for delivery.
- To avoid delay, unless selecting rush processing, obtain pre-approval of your list order and mailing piece by submitting your order early, any time after December 10.
- Once approved, your mailing piece may not be changed without prior ACC approval.

Shipping Information *(Please print clearly.)*

CONTACT NAME

ORGANIZATION

E-MAIL ADDRESS

CUSTOMER PHONE

FAX

DATE NEEDED (ALLOW 5 – 7 BUSINESS DAY AVERAGE TURN AROUND.)

Billing Information *(Please print clearly.)*

CONTACT NAME

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

E-MAIL ADDRESS

Payment Must Accompany Order

Check payable to the American College of Cardiology Foundation in U.S. dollars drawn on a U.S. bank.

Charge my: MasterCard VISA American Express Discover

CARDHOLDER'S NAME

CSC#

CARD NUMBER

EXPIRATION DATE

List(s) Requested *(\$210 per thousand plus \$30 per thousand per selection — \$695 minimum for all orders)*

#1 ACC Members (MEMB)

#2 U. S. Cardiovascular Training Directors (TDIR): \$695

#3 ACC.09 and i2 Summit 2009 Professional Registrants (SESS)

#4 ACC.10 and i2 Summit 2010 Professional Registrants (SSAR)

Selection(s) for Each List *(see attached data tables)*

List Name

Selection

MEMB

Only domestic, only adult cardiologists (example)

List Format: Electronic File via email (ASCII comma delimited) or (Excel)

Sequence: Zipcode Alpha (last name)

Delivery: Standard delivery. Allow 5 – 7 business days for delivery.
 Rush Delivery — Additional 25% charge will be added for rush orders. Rush orders will be shipped within 3 days of receiving the order. This service is not available for all orders. ACC will try its best to meet your needs, however, if rush service is not available, ACC will contact you and no rush fee will be applied.

Optional: Keycode _____

Specify up to 12 characters (add \$10 per thousand); one per order (Do not use "ACC")

Merge/Purge(\$250) _____

Applies to orders merging Lists #1, #3, and/or #4 only

Agreement: The names and addresses provided by the American College of Cardiology (ACC) are the property of ACC and are supplied for the specific mailing ordered and for no other purpose. After completion of such mailing, any unused labels, lists, or electronic files from such will be destroyed or erased and will not be used for any other purpose. This list is solely provided for a one-time use only. ACC does not offer a broker discount. Payment is due at time of service. I have read the rules and restrictions for use of the ACC Mailing List, am aware of penalties for any misuse, and agree to abide by these terms.

SIGNATURE OF ACCEPTANCE OF RENTAL TERMS

DATE