

Speech-Language-Hearing Mailing Lists



ASHA. The most comprehensive,
qualified source for speech-language
pathologists and audiologists.



AMERICAN
SPEECH-LANGUAGE-
HEARING
ASSOCIATION



Target

Speech, Language, and Hearing Professionals

Why lists from the American Speech-Language-Hearing Association (ASHA) are the best choice for your direct mail campaign.

ASHA is a membership organization to which speech-language pathologists and audiologists belong

Studies show that association member lists pull far better than compiled lists. Why? Association members are interested and engaged. They're active participants in the development of their profession and they want to know how you can help them.

ASHA is the national credentialing association for speech-language pathologists and audiologists

We award audiologists and speech-language pathologists with the Certificate of Clinical Competence (CCC). The CCC is the only national credential for speech-language pathology or audiology recognized by every state.

ASHA lists are fresh

Another bonus of ASHA's membership lists . . . names, addresses, and demographic changes are UPDATED DAILY . . . allowing you to get your message across to the largest number of qualified names available while saving money on excess printing and returned postage fees.

ASHA lists are highly segmented and customized to your needs

Direct mail allows you to pinpoint your audience more effectively than any other advertising method. Your marketing piece goes only to the most qualified prospects. Your message is unfiltered, detailed, and clear.

At ASHA, each and every list is custom-made for you. Need dually certified professionals working in rehabilitation hospitals who specialize in neurogenic communication disorders? We've got that. Need SLPs who work in Marin County with patients who are three to five years old? We've got that, too. Use Nth name or random selects if you wish to target a desired quantity. Or, take advantage of key coding so you can see who's buying and track your success.

ASHA reaches speech, language, and hearing students

NSSLHA, the National Student Speech Language Hearing Association, aggressively recruits students in the communication science and disorders field. These students want access to information about doctoral programs, conferences, and workshops. They are eager to know about publications, software, and products that will be useful to them as students and future professionals.

ASHA lists are easy to work with

We're here to help. Our mail list manager is a promotional mailing expert and has a thorough, working knowledge of ASHA's membership. You determine your target audience, we'll do the rest! If you've never done a mailing before or if you've done thousands of them . . . we'll guide you step-by-step to make sure you get exactly the list you want.

ASHA lists save money with postal presorts

Postal presorting offers significant postage savings when it's time to send out your mailing. Bar coding, ZIP+4, and ZIP code reports are FREE with every order.

Profile

ASHA lets you see who you're marketing to

We keep a constant dialogue with our membership. We want to know who they are personally as well as professionally. Perhaps you'd like to know as well. Take a look at the ASHA member. Would she be interested in your product or service?

Audiologists

Provide hearing evaluations and hearing aids, balance assessments, and other hearing health services.

Speech-Language Pathologists

Assess speech and language development and treat language, speech, and swallowing disorders.

The ASHA Member¹



Would She Be Interested in Your Product or Service?

¹2003 ASHA Membership Lifestyle Survey, Lewis & Clark Research, Dec. 2003

List Categories

Speech-Language Pathologists..... 74,000*
 Audiologists 8,700*
 Dually certified in both professions 900*
 Students (NSSLHA Members) 10,000*

Please choose from the following options

Place of Employment

Schools

Preschool
 Elementary school
 Secondary school
 Work in several schools/districts
 Special schools (residential/day)

College/Universities

Hospitals

General medical hospital
 Psychiatric hospital
 Rehabilitation hospital
 Pediatric hospital
 Other hospitals

Residential Healthcare

Facilities

Nursing home
 Other residential healthcare facilities

Nonresidential Healthcare

Facilities

Home health agency/Client home
 Private physician's office
 SLPs/Auds office
 Private practice
 Speech and hearing center
 Outpatient rehab center
 Other nonresidential healthcare facilities
 Agency, Organization, Research Facility
 Health/Welfare agency
 Education agency
 Research/Scientific organization/
 Foundation
 Industry



Professional Title

Clinical service provider
(includes all direct services to client/patients, including those in regular classrooms)
 Special education teacher
 College/University professor
 Researcher
 Consultant
 Administrators
 Director/Chair of educational program
 Director of research program
 Director/Supervisor of clinical program
 Supervisor of clinicians
 Other supervisors

**Please note this is an estimate quantity of names—do not use this estimate for pricing purposes. Please call for an exact count of names.*

Age Range of Clients

(Clinical service providers only)

Age 0 - 6 months
 Age 7 months - 2 yrs.
 Age 3 - 5 yrs.
 Age 6 - 11 yrs.
 Age 12 - 17 yrs.
 Age 18 - 64 yrs.
 Age 65 - 74 yrs.
 Age 75 yrs. and up

Where Are They?

New York, California, Florida and Texas have the highest percentage of both speech-language pathologists and audiologists.

4.5 million clients² are treated by ASHA professionals a year.

ASHA professionals provide clients and their families with product recommendations, support, counseling, and education services. They educate administrators, doctors, psychologists, social workers, nurses, and other healthcare peers. They act as a referral source for physicians, occupational therapist, physical therapist, nutrition services, parent training workshops, and private treatment programs.

Areas of Expertise

Speech-Language Pathologist

Accent modification
Aphasia
Apraxia
Articulation disorders
Auditory processing disorders
Augmentative/Alternative
 Communication disorders
Aural rehabilitation
Autism
Bilingualism
Brain disorders (neurogenics)
Cognitive-communication
 disorders
Developmental disorders
Early intervention
Fluency/Fluency disorders
Language disorders
Laryngectomy
Learning disabilities
Literacy
Oral myofunctional disorders
Phonological disorders
Prevention/Wellness
Public speaking
Resonance disorders
Swallowing disorders
Voice disorders

Audiologist

Audiologic rehabilitation
Auditory evoked potential
Auditory processing disorders
Balance assessment
Cerumen
Cochlear implants
Electrocochleography
Hearing aid evaluation
Hearing aid orientation
Hearing assistive technology
Hearing conservation
Infant hearing screening
Intraoperative monitoring
Otoacoustic emissions
Pediatric hearing assessment
Physiologic measurements
Tinnitus

Special Interest Divisions

(Members have paid an extra fee to participate in these divisions)

Language Learning & Education
Neurophysiology and Neurogenic
 Speech and Language Disorders
Voice and Voice Disorders
Fluency and Fluency Disorders
Speech Science and Orofacial
 Disorders
Hearing and Hearing Disorders:
 Research and Diagnostics
Aural Rehabilitation and
 Its Instrumentation
Hearing Conservation and
 Occupational Audiology
Hearing and Hearing Disorders
 in Childhood
Issues in Higher Education
Administration and Supervision
Augmentative and Alternative
 Communication
Swallowing and Swallowing
 Disorders (Dysphagia)
Communication Disorders and
 Sciences in Culturally and
 Linguistically Diverse Populations
Gerontology
School-Based Issues

Miscellaneous

Purchasing Authority

Recommend only
Authorize only
Recommend & authorize

Dispense hearing aids (audiologists only)

Doctorate holders only

Student Members (NSSLHA)



Continuing Education

97,000 ASHA members participate in continuing education programs. 82% of ASHA professionals are clinical service providers who need continuing education to keep their certification up-to-date.² Do you have a seminar or conference coming up that they should know about?

Don't forget the students!

ASHA members are often members for life. NSSLHA, the National Student Speech Language Hearing Association is the national pre-professional membership association for graduate and undergraduate students interested in the study of human communication and related disabilities. They are extremely active and interested in the developments of their profession. Keep your products and services fresh on their minds . . . they just may be your customers for life, too.

ASHA LIST RENTAL ORDER FORM

Please photocopy this form.

American Speech-Language-Hearing Association • 2200 Research Blvd. #401 • Rockville, MD 20850

Questions? Contact the ASHA list manager at 301.296.8676 • Fax 301.296.8583 • www.asha.org • e-mail lbyndon@asha.org

Step 1 Fill out your contact information

1. Ordered by:

Name: _____

Company: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

E-mail: _____

2. Ship to: (if different than "ordered by")

Name: _____

Company: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

E-mail: _____

3. Shipping method

Standard Shipping.

ASHA ships orders Second-Day Federal Express unless otherwise indicated.

Federal Express Overnight

Account # _____

(Your account # is required for this service)

Step 2 Fill out your payment information

Check enclosed - add 6% MD sales tax. Checks must be in U.S. dollars and made out to ASHA (see Step 7 for pricing)

Bill me (see Step 7 for pricing)

P.O.# _____ (completed Purchase Order must accompany order)

Charge to: VISA MasterCard

Card no. _____ Exp. date _____

Name of cardholder _____

Signature _____

Step 3 Create your list

1. Choose as many geographic categories for your list as appropriate

a. U.S. Canada Other foreign

b. Specific states/provinces/other _____

c. ZIP code range*. Please use first 3 digits ONLY

_____ to _____ to _____ to _____ to _____ to _____

_____ to _____ to _____ to _____ to _____ to _____

_____ to _____ to _____ to _____ to _____ to _____

If more room is needed for your zip codes, please enclose a separate sheet.

*Need ZIP codes for specific cities and areas? We suggest you contact your local post office, ZIP Code Directory, or try this Web site from the United States Postal Service:

www.usps.com/zip4/citytown_zip.htm

2. Choose appropriate certification categories

(more than one may be chosen)

Speech-Language Pathologists

Certified SLPs

Certified SLPs who are also certified in audiology

Audiologists

Certified audiologists

Certified audiologists who are also certified in speech-language pathology

Students

Student members (members of NSSLHA)

Other

Uncertified or in certification process

3. If you'd like to further target your list, choose as many selections from "List Categories" (see pages 4-5) as appropriate. If more room is needed, please enclose a separate sheet.

Discounts*

Nonprofit discount of 15% available on price (a copy of your Federal Nonprofit Certificate is required when placing the order).

20% discount is available on label or disk orders to all recognized list brokers (a recognized list broker is defined as a company whose sole activity is to purchase mailing lists for their active clients).

List price is 21 cents per name. There is a 1,000 name minimum charge for all orders.

Step 4 If desired, indicate key codes or count restrictions

- Key code: _____
(maximum 8 characters)
- I'd like to limit my full list count to no more than _____ names. Please do a random selection to equal this amount.

Step 5 Choose your list format

- 4-up pressure sensitive labels (peel and stick) **\$0.21 per name**
- E-mail attachment in Excel **\$0.21 per name**
- E-mail attachment in ASCII **\$0.21 per name**
- E-mail to _____
- ASCII file on disk **\$0.21 per name**

Step 6 Fill out and prepare to send ASHA the following:

1. A completed List Rental Order Form
2. A signed List Rental Terms and Conditions Agreement. Please read, sign, and date this document.
3. A sample of your direct mail piece. All orders **must** include a sample of the mailing piece you will use for your list(s).

Step 7 Contact ASHA for pricing

ASHA mailing lists are priced at 0.21 cents per name. Please complete steps 1 through 5 and fax to 301-296-8583, Attention: ASHA List Manager. ASHA's list manager will contact you with an exact count of names. Once your list

count is finalized, your order can be processed and the price of your list can be determined (list price is 21 cents per name). Your payment will not be processed until we receive final approval from you.

List Rental Terms and Conditions Agreement

Customers ordering the American Speech-Language-Hearing Association Membership Mailing List agree to the following terms.

1. All orders must be submitted or confirmed in writing. A sample of the mailing piece is required with each order. ASHA reserves the right to reject any proposed direct mail piece that does not conform to the standards, principles, and ethics of the Association.
2. Lists cannot be returned or exchanged; orders cannot be cancelled after shipment.
3. Counts indicated are approximate and subject to change daily. ASHA is not responsible for shortages or overruns of lists or mailing pieces resulting from such changes.
4. Written and signed company purchase orders are required. Payment must accompany all initial orders from new clients. Payment terms are net 30 days from invoice date; 1.5% per month over 30 days.
5. Normal production time is 5 to 10 working days from receipt of order. Standard shipping is Second-Day Federal Express. Special shipping requires the customer's express shipping company account number.
6. Names are rented on a one-time basis. No second use, tagging, appending, or list enhancement of any kind is permitted from a list without permission of ASHA's list manager.
7. I have read and understood the Ordering Information section of this brochure.

By signing this document, I agree to comply by the above terms and conditions.

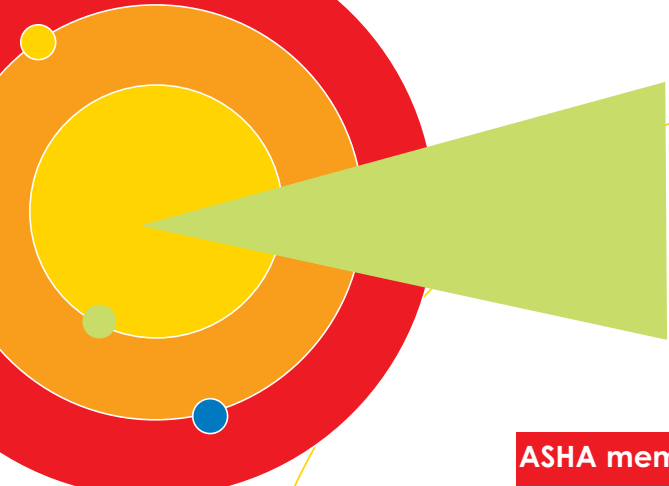
Company Name _____

Order Initiator _____ Date _____

Approved Signature _____ Date _____

Please fax all of the above to: 301.296.8583, Attention: List Manager

*All lists are custom designed for your individual needs.
Please allow 5-10 working days from receipt of complete order.*



See inside for details on mailing lists from the American Speech-Language-Hearing Association

ASHA members have the funding to purchase^{3,4}

\$22,400 auditory assessment/evaluation products/services
\$6,700 assistive technology accessories
\$35,800 communication devices/aids — audiology
\$16,250 communication devices/aids — speech
\$42,800 computer products
\$27,725 education materials/services
\$32,600 speech/language assessment/evaluation products/services
\$46,525 treatment equipment/services
\$20,850 treatment materials

— Average annual budget per individual and/or department

³ ASHA Readership Survey, Stratton Publishing, July 2002

⁴ ASHA Readership Survey, Stratton Publishing, November 2000

It's on the Web!

Need more copies of this brochure? Need more copies of the order form?
Go to www.asha.org/about/marketing/maillinglists.htm

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AMERICAN
SPEECH-LANGUAGE-
HEARING
ASSOCIATION

2200 Research Blvd.
Rockville, MD 20850

**Please route to the person
who orders mailing lists**

NONPROFIT ORG
U.S. POSTAGE PAID
ROCKVILLE, MD
PERMIT No. 2036