

**LIST DATA**

**IOMA**

**Accounting Department Professionals**

COUNT—8,085  
TELEMARKETING—7,634  
EMAIL—5,700

**IOMA** is the leading source of information for the corporate accounting department manager. They help accounting department managers speed up the monthly close, provides cost conscious IS approaches to G/L, information on benefits administration, payables processing and other financial reporting duties. **IOMA** also provides these managers with compensation surveys and benchmarks on office overhead (with ways to cut costs).

This file includes subscribers to *IOMA's Accounting Department Management Report* and audio conference attendees. These professionals are mostly accounting department managers, controllers and chief bookkeepers in companies with 100+ employees. The list is 52% male.

**Newsletter Subscribers pay—\$269**

**Audio Conference Attendees pay—\$225**

**These professionals are excellent prospects for** software and hardware, compensation surveys, management seminars and publications, general business offers, office equipment and supplies.

This list can be combined with similar **IOMA** files: Accounts Payable Professionals, Financial Management, Controllers, Cost Control, Credit Receivables and Collections and Payroll.

Source: Direct Response  
100% business address  
Updated quarterly  
List includes subscribers, recent expires, and trials

**Terms**

Base Rate—\$160/m  
Employee Size—\$15/m  
SIC/Industry—\$15/m  
Phones—\$75/m  
Gender—\$10/m  
State/SCF—\$10/m  
Max per Site—\$5/m  
Key Code—\$3/m  
Email—\$50  
Diskette—\$50

Email Base Rate—\$400/m  
(includes transmission, tracking & list selections)  
HTML—\$75

**20% commission given to recognized brokers.**

Sample mail piece required.  
5,000-name minimum order.

Terms: net 30 days from mail date.

A signed List Rental Agreement is required.

List are rented to authorized mailers for one-time use only and may not be copied or sold. Lists may be re-used or tele-marketed with prior approval only.

Cancellation—\$50 flat fee plus \$10/m run charges.

Cancellation after mail date requires payment in full.

**FOR MORE INFORMATION**

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