

**LIST DATA**

**IOMA**

**Accounts Payable Professionals**

COUNT—34,691

TELEMARKETING—29,464

EMAIL—20,600

**IOMA** is the leading source of information on controlling disbursements & managing the accounts payable department. It helps professionals substantially improve the efficiency and accuracy of managing their payables and provides information on all the latest technological advances in the field.

This file includes subscribers to *IOMA's Report on Managing Accounts Payable* as well as attendees to **IOMA's** highly rated *Accounts Payable Institute* and graduates of the *IOMA Accounts Payable Certification Program*. These professionals are accounts payable managers, accounting managers and controllers mostly in companies with 100+ employees. The list is 60% female.

**Newsletter Subscribers pay—\$419**

**Institute Attendees pay—\$1400**

**Report Buyers pay—\$459**

**These professionals are excellent prospects** for technology and software, training, management seminars and conferences, information on financial planning and control, financial reporting and analysis, managerial products and services.

This list can be combined with similar **IOMA** files: Accounting Department Management, 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.

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**FOR MORE INFORMATION**

**CONTACT:**

**DEBRA Goldfarb**, PRESIDENT, OR **SUZANNE THOMPSON**, LIST MANAGER

**INSTITUTE LISTS** 1 WASHINGTON PARK, SUITE 1300, NEWARK, NJ 07102-3130  
TEL: 973-718-4766 FAX: 973-622-0595

**ANGELA FEELEY**, LIST MANAGER, TEL: 516-795-7578 FAX: 516-795-7329