

LIST DATA

IOMA

BENEFITS PROFESSIONALS

COUNT—33,775

TELEMARKETING—29,316

EMAIL—19,100

IOMA's publications, web services, and conferences focus on the best practices in Benefits. The list includes subscribers to IOMA's *Report on Managing Benefits Plans* as well as attendees to IOMA conferences and audio-conferences and special report buyers. These professionals are managers who oversee the enrollment, communications, and administration of employee benefits. Titles include: HR Manager, VP Benefits, Benefits Director, Personnel Director, Controller, CFO, etc. Benefits professionals come to IOMA for objective, original data that can help them control the cost of their benefits plans as well as structure, maintain and enhance successful employee benefits packages with the latest techniques and technology.

Newsletter Subscribers pay—\$379

Audio-Conference Attendees pay—\$225

Report Buyers pay—\$279

Excellent prospects for professional associations, publications, software, services, premium incentives, gifts, management and professional training, conferences, HR services and consulting.

This list can be combined with similar IOMA files: HR Professionals and Compensation Professionals.

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
Diskette—\$50
Email—\$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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