

## List Data



### FINANCIAL & ACCOUNTING PROFESSIONALS

POSTAL—67,000  
TELEMARKETING—66,000  
EMAIL—54,000

The **Business Valuation Resources (BVR)** list consists of buyers of financial databases, business training, business & financial publications and business & financial research. These CPAs, lawyers, financial professionals and business executives are among the most trusted advisors to small and midsize business owners, and are at the center of investment and merger and acquisition activities.

**BVR** is the premier content provider for these business & financial professionals. Subscribers pay between \$250 and \$3500 to receive timely news, analyses, and transaction data. **Average purchase is \$1,000.**

This list is comprised of **top-level** business partners, principals, partners owners and executive directors.

#### Selectable by Title—\$20/m

12,000	Top Executives	18,000	Management
5,000	Professionals	2,300	Directors
3,100	Vice Presidents	8,263	Business Owners/CFOs

#### Selectable by Business Type—\$20/m

25,867	CPAs/Appraisers	22,656	Law Firms
8,664	Mergers & Acquisitions/Investment Bankers/Venture Capitalists		

**Excellent prospects for:** financial publications; litigation-related products; financial software, management seminars and conferences; training tools and materials; business books; office equipment and PCs; CPE and CLE offers; business travel, corporate gifts and general business offers.

**List Source:** Direct mail, telesales, web orders

**Gender:** 75% Male

**Business Address:** 100%

**Update Period:** Quarterly

## Terms

Base Rate ..... \$140/m

#### SELECTIONS:

Title ..... \$20/m  
Business Type ..... \$20/m  
Phones ..... \$75/m  
State/SCF/Zip ..... \$10/m  
Gender ..... \$10/m  
Max per Site ..... \$5/m  
Key Code ..... \$3/m  
A/B Split ..... \$25 Flat  
Email ..... \$50 Flat  
FTP ..... \$75 Flat

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

Sample mail piece required.

5,000 name minimum order.

20% commission given to recognized brokers.

Terms: Net 30 days from mail date. A signed reciprocal list rental agreement is required.

Lists are rented to authorized mailers for one-time use only and may not be copied or resold. Prior written approval required for re-use.

Cancellation prior to mail date: \$50 plus \$10/m run charges, media and shipping costs.

Cancellation after mail date: Payment is due in full.

## CONTACT

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