

LIST DATA

IOMA

COST CONTROL EXECUTIVES

COUNT—14,847

TELEMARKETING—13,077

EMAIL—9,700

IOMA helps professionals assess and control costs in every department of their company. They provide information on how to save money to remain profitable and to design a company-wide plan that makes controlling costs a way of life in their organization. The list includes mostly Controllers and HR professionals who have bought a guide on cost reduction and control. This list is 60% female.

Guide buyers pay—\$519

Newsletter subscribers pay—\$279

Excellent prospects for business publications, seminars, management training, office equipment and supplies, software.

This list can be combined with similar **IOMA** files: HR, Controllers, Accounting Department Management, Accounts Payable, Office Management and Administration.

Selectable by Area of Interest—\$10/m:

HR Cost Control Buyers—4,000

Corporate Finance Cost Control—4,100

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

CONTACT:

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

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