

LIST DATA

**IOMA
CORPORATE GIFT BUYERS**

COUNT—114,270
TELEMARKETING—97,271
EMAIL—78,400

This list consists of professionals at corporations and professional firms who are involved with the selection and/or purchasing of gifts for their companies' clients and/or employees. These professionals are all subscribers, recent expires or trials to one or more of **IOMA** newsletters. **Subscribers pay \$400 per year to receive a monthly report.** This list is 55% female.

Excellent prospects for: gift catalogs, premium incentives, novelty items, high-ticket consumer goods and more.

Continuations include Hershey's, Harry & David, Houdini, Land's End, Taylor Corporation, and Executive Greetings.

Also selectable: Top Management—\$25/m

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

Terms

Base Rate—\$115/m
Function/Title—\$25/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 telemarketed 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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