

**LIST DATA**

**IOMA**

**Construction Materials Specifiers**

COUNT—26,049  
TELEMARKETING—23,176  
EMAIL—14,600

A merged unduplicated list of IOMA's Contractor's Business Management Report, Design Firm Management & Administration Report and Principal's Report. Owners, managing partners and presidents of leading construction, architectural, engineering, design and planning firms. This list is 80% male.

In addition to being responsible for the day-to-day management and purchasing decisions at their firms, these professionals also set overall policy for the specification and procurement of construction and building materials.

Excellent prospects for office automation equipment, CAD/CAM, management seminars, construction materials, and supplies for the design and architectural industries.

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

**Terms**

Base Rate—\$150/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. Lists may not be copied, sold, re-used, or telemarketed.

Cancellation—\$50 flat fee plus \$10/m run charges.

Cancellation after mail date requires payment in full.

**FOR MORE INFORMATION**

**CONTACT:**

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