

LIST DATA

**IOMA
CONTROLLERS**

COUNT—48,171
TELEMARKETING—44,212
EMAIL—30,300

Controllers are generally the chief accounting officers in their companies. They are responsible for monitoring costs and expenses. These professionals are concerned with the financial implications of every area and operation of the firm. **IOMA** is the leading source of data on financial analysis, cutting costs, finding financing, increasing liquidity, payroll, accounts receivable, and payables management. Controllers rely on **IOMA** for the latest corporate financial management data, subscribing to one or more of **IOMA's** 50 newsletters like *IOMA's Controllers Report and Controllers Tax Letter*. In addition, this list includes attendees to **IOMA's** conferences and audio-conferences. The list is 60% male.

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

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Base Rate—\$160/m
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SIC/Industry—\$15/m
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Max per Site—\$5/m
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20% commission given to recognized brokers.

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FOR MORE INFORMATION

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