

## LIST DATA

### IOMA Credit, Receivables & Collections Professionals

COUNT—9,912

TELEMARKETING—8,674

EMAIL—6,500

IOMA's large group of newsletters and research reports in Corporate Financial Management provide key data for those who set and monitor corporate performance. IOMA is the leading source of data on accounts receivable and collections for the business credit community. They focus on keeping credit and collection professionals up-to-date on the latest legal changes, technology and news affecting the profession, as well as information for companies doing business internationally. This list includes subscribers to *Managing Credit Receivables & Collections*, audio-conference participants, and report buyers. This list is 55% male.

Newsletter Subscribers pay—\$389

Audio-Conference Participants pay—\$225

Report Buyers pay—\$395

**Excellent prospects** for collection and legal services, software, trade publications, associations, seminars, conferences, business forms and supplies.

This list can be combined with similar IOMA lists: Controllers, Accounting Department Management, and Accounts Payable.

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. 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

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