

**LIST DATA**

**IOMA  
CONTRACTORS**

COUNT—12,748  
TELEMARKETING—11,534  
EMAIL—5,900

**IOMA's** Construction industry products are among the most highly respected and quoted on management and financial topics. **IOMA** provides contractors with information on hiring, training and retention; equipment purchasing and maintenance; industry specific tips that will help the contractor in running his or her business. The file includes presidents, owners and administrators of contracting firms and is 85% male.

**Newsletter Subscribers pay—\$409**

**Audio-Conference Attendees pay—\$225**

**Report Buyers pay—\$545**

**Excellent prospects for:** construction equipment, office equipment and supplies, management and training, HR and financial software, business publications, gift offers.

This list can be combined with similar **IOMA** files: Architecture and Engineering Firm Management Professionals.

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

**Terms**

Base Rate—\$160/m  
Employee Size—\$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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