

LIST DATA

IOMA

EXECUTIVE BUSINESS TRAVELERS

COUNT—62,777

TELEMARKETING—52,727

EMAIL—41,400

IOMA publishes over 40 newsletters and produces highly successful conferences for top managers in corporations and professional firms. This list includes senior level executives and professionals who travel for business. The list consists of subscribers to some of **IOMA's** publications. **Subscribers pay an average of \$549 per year.** This list is 75% male.

Excellent prospects for payroll and financial software, professional associations, books and periodicals, conferences, frequent flyer programs, business travel offers, wireless technologies, laptop computers and hand held devices, cellphones and more.

Continuations include Dow Jones, British Airways, Land's End, Nextel, Extended Stay America, Taylor Corporation.

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

Terms

Base Rate—\$115/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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