

LIST DATA

IOMA EMAIL LIST

300,000 + \$400/m

The *Institute of Management & Administration* is an independent source of exclusive business management information for experienced senior and middle market professionals. IOMA produces content for professionals in accounts payable, financial management, collections, HR, benefits, compensation, training, payroll, 401(k) plan management, lab management, safety and security, law firm, accounting firm and design firm management.

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| Accounts Payable—20,600 | Acctg Dept Mgmt—5,700 | Arch/Engrg Firm Mgmt—10,200 |
| Benefits—19,100 | CPA Firm Management—12,100 | Corporate Gift Buyers—78,400 |
| Contractors—5,900 | Controllers—30,300 | Credit Collect & Receivables—6,500 |
| Compensation—19,700 | Cost Control—9,700 | Exec Bus Travelers—41,400 |
| Financial Management—36,400 | HR Executives—87,900 | Exports—5,200 |
| Law Firm Mgrs & Ptnrs—23,300 | Lab Owners & Managers—36,800 | Money Managers—3,100 |
| Office Equip & Supplies—51,600 | Office Mgmt & Admn Execs—49,400 | Payroll—19,700 |
| Purchasing—9,000 | Professional Firm Owners—30,200 | Safety—5,000 |
| Security—27,400 | Supply & Logistics—18,700 | 401K Plan Mgmt Execs—9,700 |
| Training—4,200 | Construction Materials Specifiers—14,600 | |

Transmission dates must be cleared. Each name will be rented a maximum of two times each week.

Terms

Base Rate—\$400/m (includes transmission)
HTML—\$75/flat
Greater than 2 tests—\$50 per test
Personalization—\$50/flat
A/B splits—\$75 per split
Suppression—\$1.50/m (\$25 minimum)

5,000 name minimum order
New mailers must prepay.
All offers must be pre-approved.

Terms: net 30 days from transmission date

20% commission to recognized brokers.

FOR MORE INFORMATION

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