

LIST DATA

New From Institute Lists

**HI-END PERSONAL TECHNOLOGY
BUYERS**

COUNT—63,000

TELEMARKETING—47,250

EMAIL—31,500

This is a new list of high income professionals who enjoy staying on the leading edge of personal technology. Look to these professionals to have the latest in blackberries, note books, PDAs...

This list was created from the subscriber bases of The Institute of Management & Administration (**IOMA**), The Bureau of National Affairs (**BNA**) and **Kennedy Information** and includes partners of law firms, owners of design firms, CPA firm owners, construction firm owners, top consultants, presidents and owners of companies.

Average Unit of Sale—\$400.

In addition to purchasing the latest in personal technology these professionals also have expensive tastes and are **excellent prospects** for high end consumer offers, business and luxury travel and gifts. These subscribers also need to keep up with the latest business and political news and information and are excellent prospects for business journals, reports and publications.

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

Terms

Base Rate—\$130/m
Title—\$25/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 and may not be copied or sold. Lists may be re-used or tele-marketed with prior approval only.

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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