

LIST DATA

IOMA

LAW FIRM MANAGEMENT

COUNT—32,472

TELEMARKETING—26,766

EMAIL—23,300

IOMA law firm newsletters and guides all take on the tough issues in keeping private law firms profitable and successful. They keep partners and administrators up-to-date on law firm compensation, financial management, personnel management, cost control, ownership issues and leadership skills. This list includes subscribers to *Law Office Management & Administration Report*, *Partner's Report for Law Firm Owners*, *Compensation and Benefits for Law Offices*, report buyers as well as audio-conference participants. This list is 50% female.

Newsletter Subscribers pay—\$449

Report Buyers pay—\$549

Audio-Conference Participants pay—\$225

Excellent prospects for professional associations, trade publications, professional books, guides and software, business travel, high-end gadgets, office furniture and supplies, hardware, corporate gifts, general business offers.

Selectable by Function/Title—\$25/m:

Directors/Managers/Administrators—18,000

Presidents/Owners—12,500

Human Resources—7,500

Source: Direct Response

100% business address

Updated quarterly

List includes subscribers, recent expires, and trials

Terms

Base Rate—\$160/m

Function/Title—\$25/m

Employee Size—\$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.

Lists 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:

DEBRA Goldfarb, PRESIDENT, OR **SUZANNE THOMPSON**, LIST MANAGER

INSTITUTE LISTS 1 WASHINGTON PARK, SUITE 1300, NEWARK, NJ 07102-3130

TEL: 973-718-4766 FAX: 973-622-0595

ANGELA FEELEY, LIST MANAGER, TEL: 516-795-7578 FAX: 516-795-7329