

LIST DATA

IOMA

Office Equipment & Supplies Buyers

COUNT—72,802

TELEMARKETING—63,189

EMAIL—51,600

This list consists of purchasing decision-makers at professional firms and major corporations: purchasing managers, office managers, mail center managers and facilities administrators.

The list includes subscribers to IOMA's publications. All of these executives have purchasing responsibility for the office equipment and supplies for their firms. This list is 55% male.

Excellent prospects for all kinds of office supplies; professional equipment, furniture, hardware and software; business and trade publications; and business consultants.

Continuations include Staples, Pitney Bowes, Xerox, Office Depot, Best Impressions, Iron Mountain and WA Charnstrom.

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

Terms

Base Rate—\$125/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. 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:

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