

LIST DATA

IOMA

Professional Firm Owners

COUNT—45,948

TELEMARKETING—37,379

EMAIL—30,200

This list includes owners and partners of architectural, construction, engineering, design, accounting and law firms. They are subscribers and prospects of *Partner's Report—Law*; *Partner's Report—CPA*; *Principal's Report*; and *Contractor's Business Management Report*. The list is 70% male.

Subscribers pay on average \$400 per year to receive a monthly report.

Excellent prospects for high-ticket merchandise, office equipment, computer hardware and software, insurance, pension plans, travel, gift catalogs, investment opportunities, business publications, and more.

Continuations include Kiplinger Washington Editors, Georgetown Publishing House, The Cambridge Institute, National Wildlife Federation and Executive Greetings.

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

Terms

Base Rate—\$150/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