

**LIST DATA**

**IOMA**

**PAYROLL PROFESSIONALS**

**COUNT—30,912**

**TELEMARKETING—28,287**

**EMAIL—19,700**

**IOMA** is a leader in providing payroll managers with all the resources they need to be successful.

**IOMA** payroll products provide information managers need to cost effectively run a payroll department, as well as show them what they need to do and how to do it when it comes to the many rules, regulations and laws they must follow to prepare and distribute a corporate payroll.

This file includes subscribers to *Payroll Managers Report*, *Payroll Practitioners Monthly*, payroll audio-conference attendees and report buyers. This list is 70% female.

**Newsletter subscribers pay—\$369**

**Report Buyers pay—\$329**

**Audio-conference attendees pay—\$225**

**These professionals are excellent prospects for** training, software, business services, forms, seminars, management training and general business offers.

This list can be combined with similar **IOMA** files: HR, Compensation, Benefits, Controllers, Accounting Department Management, Cost Control and Accounts Payable.

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

**Terms**

Base Rate—\$160/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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