

**LIST DATA**

**IOMA**

**PURCHASING PROFESSIONALS**

COUNT—16,134  
TELEMARKETING—15,044  
EMAIL—11,200

**IOMA's** purchasing products addresses the needs and concerns of purchasing and supply professionals. **IOMA** helps purchasing executives face the tough job of managing suppliers to control costs, and ensure quality and on-time delivery. Subjects include e-procurement, strategic sourcing, supplier management and relationships, supply chain management and technology, contract management and administration, negotiation, global sourcing and benchmarking. This list is 70% male.

The list includes subscribers to *Supplier Selection & Management Report*, *Supplier Management & Cost Reduction Guide* as well as audio-conference attendees.

**Newsletter subscribers pay—\$289**

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

**Excellent prospects for:** guides, forms, office equipment & supplies, management training, conferences, seminars, books, vendor management software, suppliers, business information.

This list can be combined with similar **IOMA** files—Inventory & Logistics.

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.

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