

**LIST DATA**

**IOMA  
SECURITY PROFESSIONALS**

COUNT—33,856  
TELEMARKETING—28,977  
EMAIL—27,400

**IOMA** is a foremost provider of management tools designed to help security directors keep pace with the rapidly evolving world of corporate security. **IOMA** provides practical advice for meeting top security challenges including crime prevention, workplace violence, executive protection, disaster preparedness, and workplace investigations. **IOMA** also provides exclusive industry benchmarks and best practices in security department management. This list is 75% male.

**Subscribers pay—\$379**

**Report Buyers pay—\$495**

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

This list includes subscribers to *Security Directors Report*, conference attendees, audio-conference attendees and report buyers.

**Excellent prospects for:** business manuals, professional associations, conferences, trade journals, compliance materials, seminars and general business offers.

This list can be combined with similar **IOMA** lists: Safety and Financial Management.

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. 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**

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