

LIST DATA

IOMA

SAFETY PROFESSIONALS

COUNT—10,955

TELEMARKETING—9,093

EMAIL—5,000

Every month, **IOMA** compacts all the latest information on workplace health and safety into an easy-to-follow management tool for running a safety department. **IOMA** alerts its readers to the latest news on safety regulations and shares tips on cost-effective compliance. **IOMA** also provides exclusive surveys on safety director salaries, and helps professionals raise their professional stature. **IOMA** provides management information on developing effective safety and health programs and policies, best practices in safety department management, effective use of new technology, and how to improve the company's safety culture. This list is 70% male.

List includes subscribers to *Safety Management Best Practices* as well as audio-conference attendees.

Report Buyers pay—\$295

Audio-conference attendees pay— \$225

These professionals are excellent prospects for safety materials, posters, compliance information, safety equipment, management training, conferences and seminars, trade publications and general business offers.

This list can be combined with similar **IOMA** lists: Human Resource and Security.

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 or sold. List may 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

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