

True Decision Makers

Total Universe:	1,917,399	\$ 85/M
Monthly H/L	42,005	\$ +10/M
Non Profit:		\$ 75/M

True Decision Makers are the right contact for your B-to-B campaign. This file consists of the "decision maker" who researches and approves purchases without hesitation. These individuals have all purchased office products on a regular basis. Products ranging from fax machines to mouse pads, paper to headsets. The file is updated monthly with new buyers and there are many selects available to target the right type of businesses for your offer. This file can distinguish between corporation size, to the entrepreneur and SOHO Community.

This file is recommended for credit offers, insurance, loans, debt consolidation, publishing, sports, electronics and gadgets and so much more.

Selects:

Bus/Industry Type	\$ 6/M
Company Size	\$ 6/M
Fax Numbers	\$ 25/M
Phone Number	\$ 25/M
Number of Employees	\$ 6/M
SIC Code	\$ 6/M
State, Zip, SCF	\$ 6/M
SOHO	\$ 6/M

Key Coding	\$ 2.50/M
A/B Split	\$ 5/M
CD Rom	\$ 35/F
Diskette	\$ 35/F
Email	\$ 35/F
P/S Labels	\$ 10/M

Market:	Business
Type:	Postal Mail, Fax, Telephone, Email
Opt-In:	Confirmed Opt-in
Geo:	Domestic (US)
Gender:	50% Female 50% Male
Spending:	\$69.95 Average Order

SOURCE: INTERNET
NET NAME ARRANGEMENT IS AVAILABLE-
CALL TO DISCUSS. NO EXCHANGES.

Ordering Instructions

- **5,000 name minimum order \$0 minimum payment**
- **Please inquire about net name**
- **Exchange is not available**
- **Broker commission 20% on base**
- **Agency commission 15% on base**
- **Reuse – Please inquire**
- **Please inquire about telemarketing**
- **Cancellation fee at \$10.00/M**

Please contact List Manager at sales@offersinthemail.com



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1-877-MAILIST (624-5478) FAX: 1-877-732-8329

Mailers are responsible for scrubbing against all do not call registries. DMA do not mail lists and either List Manager or List Owner are not responsible for results or mailing content.