

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

8900A

ADVERTISING & MARKETING DATABASE

The Advertising & Marketing Database consists of men and women professionals in Direct Marketing, Health Care Marketing, Business & Industry Marketing and Advertising/Graphic Design & Production. These advertising and marketing professionals are actively engaged in their careers - they attend training classes, subscribe to professional journals and newsletters, join networking groups and purchase promotional items for their businesses. Choose from the many selects available including geo, sales volume and employee size to further target your audience. Reach out to these directors and managers with your product or service that will fit their business and personal needs. Whether marketing office supplies or continuing education seminars, this is the place to start your next direct mail, telemarketing or email campaign. Source: 100% Direct Response.

Total Database - 139,446

Available Selects \$5/M

Advertising/Graphic Design & Production	4,335
Health Care Marketing Database	4,545
Group Practice Marketing Director	2,276
Hospital Marketing Director	1,788
Hospital Public Relations Director	1,021
HMO Marketing Director	1,345
Business & Industry Marketing Database	50,773
Vice President Marketing	21,611
Marketing Directors	22,809
Marketing Managers	15,764
Non-Profit Marketing Directors	13,221

Terms and Pricing

List Rental	\$90/M	Recency Select (3 mos)	\$20/M	Gender Select	\$5/M
Minimum Order	3000	Recency Select (6 mos)	\$15/M	Geographic Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Age/Income Select	\$5/M
Email	\$50	Telephones	\$35/M	Key Coding	\$5/M

Brokers Welcome

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