

# eMail List Official Board Markets

Email Addresses Available 1,343 \$750 Flat

## Who They Are

*Official Board Markets* reaches independent and integrated paperboard converters and mills, packaging buyers, recyclers and paper brokers

## What They Buy

As the front-line of product/service specification, authorization and purchasing, these highly targeted professionals are ready prospects for your products and services:

- Printing presses and converting equipment
- Paper products
- Diemaking equipment and supplies
- Prepress systems
- Software systems
- Inks, starches, and other consumables



## Why They Subscribe


For the better part of the past 80 years, *Official Board Markets* has been the most respected publication serving the North American board industry. Started by the integrated paper companies, the "Yellow Sheet" has been the pricing standard for both linerboard and multiple grades of recovered paper. Each weekly issue delivers critical pricing information, the latest industry news and insightful articles to these key executives in the board converting industry.

Mail List  
AVAILABLE

**Quality Leads  
Targeted Penetration  
Guaranteed Value  
Proven Results**

Minimum Order  
\$750

## List Source

Controlled Circulation,  Verified Audit Pending

## Mail/Email/Phone Lists

Combination Discounts Available  
Call for Rates

## Selections

Base Rate + \$15/M  
Job Title  
Job Function  
Business/Industry  
Business Address  
Geography  
Gender  
Max Per Site  
All Other Selects \$15/M-\$25/M

## How to Rent a Questex Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
- Quantity of names requested
- Test names and corresponding email addresses
- Target date you need the email message sent
- Sample of the email message
- Prepayment if requested for a first time renter

A signed email list rental contract is required with each order before transmission.

## Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

## Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.



**QUESTEX**  
MEDIA

[www.questex.com](http://www.questex.com)

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For advertising opportunities visit [www.packaging-online.com](http://www.packaging-online.com)

# eMail List

## Official Board Markets

### Breakdown by Job Title

Corporate/General Management	370
Sales	67
Purchasing	64
Production	27
Other Titled & Non Titled Personnel	785

### Breakdown by Business/Industry

Corrugated-Solid Fiber Cartons	272
Folding Cartons/Set Up (rigid)	48
Paperboard Mill	46
Supplies/Services/Associates	66
Government	58
Recycling	289
Package Users	289
Paper & Paperboard Broker	53
Others Allied to the Field	332

### Breakdown by Employee Size

1 - 9	46
10 - 19	117
20 - 49	196
50 - 99	138
100 - 499	242
500 - 999	41
1,000+	63

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### Email List Terms and Conditions:

1. All transmissions must be sent by Questex Media's service provider.
2. In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
3. Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
4. Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
5. The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
6. The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
7. Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
8. Pricing is based on net, error free emails delivered.
9. Prepayment is required for first time renters.
10. The list owner reserves the right to refuse any mailer or offer message.



Contact Ilene Schwartz at 216-371-1667 • [ilene@krolldirect.com](mailto:ilene@krolldirect.com) • [www.questex.com](http://www.questex.com)  
For advertising opportunities visit [www.packaging-online.com](http://www.packaging-online.com)