

# eMail List ON DEMAND

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

Email Addresses Available      6,271      \$425 per 1,000

## Who They Are

The *On Demand Conference & Expo* file features key decision makers including the buyers, specifiers, suppliers and users of printing and publishing equipment; executives from in-house printing, manufacturers, service providers, dealers and distributors of printing products, services and supplies.

They work at companies involved in print for profit, advertising and design, printing service providers, agencies, corporations and government offices in the printing and publishing fields.



## What They Buy

The *On Demand* list puts you in contact with professionals who are active in the specification, selection and authorization of equipment and services in the digital printing and publishing industry.

## Why They Attend On Demand

Attendees return year-after-year because they know that *On Demand* is the most reliable source of information, education, and new products in the industry. *On Demand* is the premier marketplace to see innovative technologies used to print, publish, deliver, and manage documents, forms, and publications to communicate efficiently and economically.

**Mail List**  
AVAILABLE

**Minimum Order**  
3,000 Names

**List Source**  
Registration Data

**Mail/Email/Phone Lists**  
Combination Discounts Available  
Call for Rates

**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.



## 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.

**QUESTEX**  
MEDIA

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For exhibit/sponsorship opportunities visit [www.ondemandexpo.com](http://www.ondemandexpo.com)