

# eMail List Paper360°

Email Addresses Available for Rental 3,607 \$425 per 1,000

## Who They Are

Reach decision makers and product specifiers in the pulp and paper industry. Subscribers are involved in manufacturing, production, maintenance, engineering and top management functions in this multi billion dollar industry.

## What They Buy

From forest resources to the finished product, they respond to offers for new machinery and materials as well as information on maintenance, safety, environmental issues, chemicals and international finance and natural resources.

## Why They Subscribe

Paper 360° is the business resource for the pulp and paper industry. Readers can learn how to run their businesses more efficiently and profitably because of the easy to understand technical articles. They also look forward to information from each of the five major sections of the publication including:

- Trendspotting – featuring analysis of ideas, issues and markets
- SmartMill – focusing on ideas and examples to improve mill operations, processes and productivity
- Techlink – tracking new product development, machinery and materials
- The Bottom Line – reporting news about businesses, people and practices both inside and outside the industry
- InTouch – covering topics that connect communities and resources



**M**ail List  
AVAILABLE

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

**Minimum Order**  
3000 Names

**List Source**  
Publishers own data

**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.

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For advertising opportunities visit [www.paper360.org](http://www.paper360.org)



**QUESTEX**  
MEDIA

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

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## Breakdown by Job Function

Corporate Officers & Directors	320
Other Management & Administrative Personnel	232
Production	591
Technical	233
Engineering	316
Purchasing	127
Marketing & Sales	139
Traffic & Shipping	38
Others Not Classified by Function	1,616

## Breakdown by Business/Industry

Pulp Mill	101
Paper & Paperboard Mill	912
Integrated Mill - Pulp/Paper/Paperboard	837
Engineering/Technical/Research	384
Independent Operations - Non Mill	575
Others Not Classified by Industry	803

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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.paper360.org](http://www.paper360.org)