

eMail List Response

Email Addresses Available 10,827 \$425 per 1,000

Who They Are

Response's audience encompasses the decision-making leaders of the entire direct response industry, including corporate brand managers, advertising agency executives, direct marketers and entrepreneurs. The market serves the fields of consumer products, advertising and creative service agencies, direct marketing media and media buying agencies.

The Response list is comprised mainly of decision makers, including C-level executives, presidents, marketing, sales, media and advertising executives in addition to creative service and new product/business development managers.

What They Buy

These decision makers have the authority to recommend and purchase in all areas related to the direct response TV and direct marketing industries—including media buying and planning to creative and fulfillment services, and more.

Why They Subscribe

Response delivers timely news, research and analysis of the more than \$5 billion direct response TV and marketing industries. Because DR offers measurable results, the industry is forecast to be the fastest growing category of media spending, with an ever-growing list of Fortune 1000 companies using DR to reach their consumers including such stalwarts as General Motors, Wyeth, Proctor & Gamble and Microsoft. Subscribers rely on Response to keep up with this fast growing and highly successful medium.




Mail List
AVAILABLE

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

Minimum Order
3000 Names

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 \$10/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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QUESTEX
MEDIA

www.questex.com

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Breakdown by Business/Industry

CONSUMER PRODUCT OR SERVICE

Banking/Insurance/Financial Services	690
Healthcare	250
Pharmaceuticals	80
Books, Videos, CDs, DVDs	306
Computer/Consumer Electronics	402
Travel Services	172
Diet/Nutrition/Wellness Products	198
Fitness/Exercise Equipment	78
Beauty/Personal Care Products	246
Housewares/Cookware Products	85
General Merchandise	488
Consumer Products/Services	1,014
Hardware	88

ADVERTISING/DIRECT MARKETING/CREATIVE SERVICES

Direct Marketing Agency	452
General Advertising Agency	359
Interactive Agency	63
Media Buying Service	82
Hispanic Agency	34
Creative Services	297

DIRECT MARKETING MEDIA

Broadcast/Cable Television	595
Radio	212
Online/Internet	390
Entertainment	182
Print	776

CATALOGER OR RETAILER

Business-to-Business Catalog	120
Business-to-Consumer Catalog	180
Retailer/Virtual Retailer	490

SUPPLIERS OF DIRECT MARKETING PRODUCTS/SERVICES

List Broker/Compiler/Manager	219
Fulfillment House	241
Telemarketing	312
Audio/Video Duplicator	104
New Media/Internet/Multimedia	626
Computer/Data Processing Services	241
Payment Processing	205



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Breakdown by Job Title

CEO/President	4,388
Marketing Executive	1,677
Sales Executive	1,110
Advertising Executive	485
Creative Services	793
Media Executive	398
New Product or Business Development	394
Programmer	117
Operations Manager	736
Other Named Executives	723

Breakdown by Purchase/Buying Authority

<i>Multiple Response</i>	
Production	4,411
Media Buying	4,144
Telemarketing	2,943
Fulfillment	3,101
Membership Clubs	2,450
List Rentals	2,412
Duplication (audio/video)	2,215
Payment Processing	3,138
Logistics	2,240

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.



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