

# eMail List Wireless Asia

Email Addresses Available 17,007 \$1,500 per 1,000  
Email for Conferences/Event Organizers \$800 per 1,000

## List Insights

Wireless Asia serves the field of analogue/digital/cellular operator including GSM, PCS/PCN and CDMA, PTT/Communications Authority, broadcast, carrier/network operator, service provider/airtime retailer/management agency, wireless/mobile communications consultant, paging, manufacturers, distributors, systems integrators; private telecom network users including banking/finance/insurance, transportation (airline/rail/shipping), retail/distribution, travel/hotels, hospitality industry, manufacturing (other than telecommunications equipment), public utilities (gas/water/electricity), government/ public services, business/ professional services, education, engineering, other private telecom network user and others allied to the field.

Qualified recipients include personnel in corporate management, technical/ engineering/network management, data communications/digital/IS/MIS management, engineering/design, sales/marketing management, R&D and other functions.

*Broadcasts must be preapproved and are sent directly by publisher in Asia. Allow 5 working days for set up and testing.*



**Mail List**  
AVAILABLE

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For advertising opportunities visit [www.telecomasia.net](http://www.telecomasia.net)

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

**Minimum Order**  
1,000 Names

**List Source**  
Controlled Circulation – Publisher's Sworn Statement

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

**Selections**  
Job Title NC  
Job Function NC  
Business/Industry NC  
Business Address NC  
Geography NC  
Gender NC

## 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)

# eMail List Wireless Asia

## Country Counts

Australia/New Zealand	307
China	891
Hong Kong	3,269
India	2,002
Indonesia	991
Japan	75
Korea	101
Malaysia	2,402
Philippines	735
Singapore	3,369
Taiwan	602
Thailand	1,030
Vietnam	550
Bangladesh	20
Brunei	55
Myanmar	27
Nepal	22
Sri Lanka	188
Pakistan	221
Others	150
<b>Total</b>	<b>17,007</b>

## Breakdown by Job Function

Senior IT/Telecomm Management (inc. CTO, CIO)	1,476
Network Management	3,236
IT Management	560
Engineering & Design Management	5,011
Corporate & General Management	1,135
CEO/Chairman/MD/GM/President/Director	801
Sales & Marketing Management	3,327
Consultants/ R&D Professionals	901
Others allied to the field	560
<b>Total</b>	<b>17,007</b>

## Breakdown by Business Function

Telecoms/Service Providers	4,481
Enterprises	4,501
Manufacturers	7,905
Others	120
<b>Total</b>	<b>17,007</b>

### Email List Terms and Conditions:

- All transmissions must be sent by Questex Media's service provider.
- 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.
- 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.
- 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.
- The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
- 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.
- 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.
- Pricing is based on net, error free emails delivered.
- Prepayment is required for first time renters.
- 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)  
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