



datacard

Accounting Bookbuyers from Wiley

Counts Through March 2010

Updated April 2010

Overview:

120,310 Buyers \$155/M

Description:

Wiley Accounting Book buyers are all Managerial level or higher executives. They have decision-making power and have purchased from diverse choices including Corporate Accounting, Valuation, Generally Accepted Accounting Principles, and Certified Public Accounting. These topics mentioned are also selectable individually.

Wiley is a global publisher of high profile print and electronic products, providing thoughtful professionals, executives and the public with useful leading-edge resources, books and periodicals based on research and proven practice. Buyers retain high salaried management level positions and have authority to make company purchase decisions

Target these accounting professionals whenever your client needs to reach controllers, Chief Finance Officers, CPA's, or other accounting professionals. Like the other Wiley files, you have a better than 4 in 10 chance that your test will work! Recommend a Wiley list today.

Corporate 14,657

Valuation 1,974

GAAP 5,043

CPA 8,923

Source

100% Direct Mail Sold

Selection Charges

SCF \$10.00/M
STATE \$10.00/M
ZIP \$10.00/M
GENDER/SEX \$10.00/M
MAX PER COMPANY/SITES \$15.00/M
KEY CODE \$5.00/M
TOPIC \$15.00/M

Output Media

DISKETTE \$50.00/F
EMAIL \$50.00/F
MAG TAPE \$50.00/F
CARTRIDGE \$50.00/F

Update Schedule

Quarterly

Cancellation Charge :

\$100.0/F

Minimums

5,000 Quantity

STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date. Cancelled orders are subject to a \$100 fee, \$10/M run charges, plus selects and shipping.

For further information please contact our List Management Department at:

**Infocore Inc.
2375 Camino Vida Roble, Suite A
Carlsbad, CA 92011**

Phone -- 760.607.2500 ext. 21 Fax -- 760.607.2505 Email -- selson@infocore.com

Web -- <http://www.infocore.com>