



datacard

Counts Through December 2009

Updated January 2010

Overview:

45,675 Book Buyers \$140/M

Description:

This file reaches database developers, internet managers, network planners and programmers. Other selects are available by platform. Wiley publishes computer science literature for the computer industry to assist professionals who are constantly tasked to keep up with the ever-changing field of technology.

Wiley is a global publisher of print and electronic products. They provide 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.

AVAILABLE TOPICS

Operating Systems 5,203

Programming 3,550

Graphics & Design Software 4,550

Source

100% Direct Mail Sold

Gender Profile

35.0 % Male

16.0 % Female

Selection Charges

SCF \$10.00/M

STATE \$10.00/M

ZIP \$10.00/M

3 MONTH HOTLINE \$15.00/M

6 MONTH HOTLINE \$10.00/M

12 MONTH HOTLINE \$5.00/M

GENDER/SEX \$10.00/M

MAX PER COMPANY/SITES \$15.00/M

KEY CODE \$5.00/M

Specific Topic \$15.00/M

Multi-buyers \$5.00/M

Business or Home Address \$10.00/M

Output Media

EMAIL \$50.00/F

FTP \$50.00/F

Update Schedule

Quarterly

Average Unit of Sale :

\$\$125

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:

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2375 Camino Vida Roble, Suite A
Carlsbad, CA 92011

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

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