

Order Today

1-866-362-4577

listinfo@returnpath.net

or contact your sales rep

IT Professionals Email Masterfile

1,050,624 Subscribers

\$350/M*

30 Day Hotline: 33,616

90 Day Hotline: 100,876

Targeting IT Pros? Reach IT decision makers with your message, through the medium they prefer, with Postmaster Direct's IT Professionals Masterfile double opt-in email list. These individuals are responsible for planning, implementing, operating, managing, and maintaining their organization's computer systems, hardware, software and peripherals on a daily basis. These technology experts have direct influence over the type of hardware, ISP's, software, training programs, and equipment their company and employees utilize and purchase. Get results today!

| <u>Interests</u> | <u>Counts</u> | <u>Interests</u> | <u>Counts</u> |
|------------------------------|---------------|----------------------------|---------------|
| .Net/Active Server Pages | 1,044 | Security | 401,103 |
| Asp | 52,690 | Servers | 89,606 |
| C++ | 11,376 | Sql | 87,014 |
| Call Center Management | 10,955 | Storage | 34,079 |
| Cgi | 30,412 | Storage Devices | 81,364 |
| Cisco | 39,939 | System Security | 56,983 |
| C-Lec | 1,580 | Training And Certification | 177,939 |
| Data Storage And Warehousing | 112,615 | Unix | 112,365 |
| Erp | 9,420 | Vars | 15,520 |
| Erp/Sap | 14,501 | Visual Basic | 53,596 |
| Firewalls | 85,941 | Wan | 5,503 |
| Graphic Designers | 5,966 | Wap | 43,387 |
| Intranets | 22,424 | Webmasters | 288,489 |
| Isp | 52,488 | Website Hosting | 139,856 |
| Java | 223,314 | Wifi | 13,541 |
| Lan | 54,477 | Windows Nt | 139,365 |
| Linux | 162,294 | Windows Xp | 2,963 |
| Network Security | 26,047 | Xml | 71,366 |
| Networking | 283,547 | | |
| Operating Systems | 110,826 | | |
| Oracle | 36,028 | | |
| Perl | 13,816 | | |
| Programmers | 72,954 | | |
| Programming | 29,353 | | |

Contact listinfo@returnpath.net for additional categories of interest.

Targeting is determined by subscriber-selected categories of interest. List rental is limited to relevant offers.

Last Updated: 02-06-08

Counts Updated Daily

Minimum order: 10,000 names

Source: 100% double opt-in (Internet)

* List prices may vary by list source and market segment

Orders Include:

(At no additional charge)

- Merge/Perge of concurrent orders
- Previous order omits
- HTML and rich media
- HTML open rate and click through tracking accessible online
- Image hosting
- 24 to 48 hour turn around time
- A/B splits (\$50 per additional creative)

Selection Charges:

| | |
|----------------------------|---------|
| Job title/Function | \$10/M |
| Company Size | \$10/M |
| Industry | \$10/M |
| SCF/Zip | \$10/M |
| State | \$10/M |
| Country | \$10/M |
| Annual Business Revenue | \$50/M |
| Transmission | \$30/M |
| 3rd Party Merge/Purge* | \$300/M |
| Internal File Suppression: | |
| Less than 250,000 records | \$250/F |
| Over 250,000 records | \$500/F |

Recency:

| | |
|--------|--------|
| 90 Day | \$10/M |
| 30 Day | \$15/M |

*(Approved service bureaus only)

With more than 33 million double opt-in, highly targeted email prospects to choose from, customer acquisition can be easy and effective. Return Path's Postmaster Direct database is the only fully patented, double opt-in list rental option, ensuring relevant and targeted data from qualified, engaged prospects.

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For more information please contact:

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