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## ZDNet Email Masterfile

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ZDNet - Where technology meets business

ZDNet (www.zdnet.com) is a comprehensive guide for decision makers building shortlists for their IT priorities. Business professionals in charge of technology rely on ZDNet to deliver deep insight into IT planning, vendor consideration, and product selection. The site offers daily news, white papers, Webcasts, editorial analysis, peer feedback, and ongoing research.

<u>Interests</u>	<u>Counts</u>	<u>Interests</u>	<u>Counts</u>
Antivirus	1,895	Linux	3,271
Applications	5,369	Microsoft	5,139
Books	1,733	Music	1,834
Business Management	2,488	Networking	4,523
C++	1,958	Operating Systems	3,412
Cisco	2,295	Oracle	2,167
Communications	3,450	Printers	2,784
Computer Memory	2,712	Security	12,449
Computer Training	2,831	Servers	3,038
Consumer Electronics	2,368	Small Business Owners	2,329
Database	3,547	Small Office Home Office	2,909
Desktops And Laptops	5,043	Software	8,343
Digital Cameras	3,473	Software Developers	2,637
Ecommerce	2,650	Storage Devices	3,829
Education	1,735	Technology	1,626
Free Stuff	3,891	Telecommunications	5,425
Games	1,811	Training And Certification	3,809
Handhelds	3,996	Travel And Leisure	1,701
Hardware	3,541	Web Design	8,095
Home Business Opportunities	1,786	Webmasters	2,920
Internet Business	2,783	Website Hosting	1,952
Internet Marketing	2,005	Windows 2000	5,462
It Management	10,846	Windows 98	3,071
It Professionals	8,848	Windows Nt	3,070
Java	2,787	Wireless Communications	9,098

Contact [listinfo@returnpath.net](mailto: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/Purge 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
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)

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For more information please contact:

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