

Security-Daily Newsletter Subscribers

Total Records: 70,865 **Base Rate:**
List Source: Email List \$390/M
Active subscribers to Security-Daily electronic newsletter. **Newsletter Sponsor** \$30/40/50/M

Description:

These information technology security managers are under tremendous pressure to strengthen or replace their existing security infrastructure with one that can protect the enterprise they are charged with defending.

This opt-in subscriber email list is an excellent resource for generating leads, try and buy offers, direct new product announcements, white papers and trade show invitations.

The list is updated regularly after each broadcast to assure that only recipients that desire and require the latest information technology security product offerings are included.

This list is very responsive to offers that directly address current security needs of the enterprise. Marketing managers who require qualified leads for US based sales and product delivery teams will find this list useful in meeting their quarterly sales goals.

List Maintenance:

Update Frequency: Daily

Audience Profile:

Executive Management 4%
Chairman, Board of Directors, Audit Committee Member, CEO, CFO, COO, CIO, Chief Compliance Officer
Middle Management 32%
Senior VP, Corporate Compliance Officer, Controller
Accounting 3%
Auditor, Internal Auditor, Director of Auditing, Senior Auditor, Accountant
Information Technology 61%
CTO, Network Administrator, Director of Security, Project Manager, System Analyst, Developer, Software Engineer, Network Engineer
Total 100%

Selection Charges: (call for latest counts)

SELECT	QTY	PRICE
Executive	2,834	\$20/M
Middle Management	22,677	\$20/M
Accounting	2,126	\$20/M
Information Technology	43,228	\$20/M

Confidential. Use only to develop sales leads and sales.

Email Creative Requirements:

HTML

HTML should be set up to pull all associated graphics off the list renter's web server. No limit on length/size.

Text

No limit on length/size.

Combination HTML

Everyone receives both text/html versions; if their e-mail client supports HTML, they will see the HTML version – if not, they will see the alternate text version of the message.

All Campaigns

Please have all materials to us 48 hours before the transmission is scheduled to be released to the list. All materials should be proofed, and all links should be tested before you submit the copy. Include "From" and "Subject" lines, and test email accounts.

Newsletter Creative Requirements:

Graphics and Links

Half Banners and URLs must be supplied 48 hours prior to transmission. Half banner size, 234 x 60 pixels. File format: .gif or .jpg

Other:

Minimum order 5,000.
20% commission to brokers.
All campaigns must be prepaid.
Cancelled orders are subject to a \$250 flat cancellation fee.
48 hours setup required.

Contact:

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