



## Email Subscriber List

Universe/Base Rate  
Telemarketing Offers

Count: 8,729

Price: \$300/M  
Price: \$350/M

Source: Controlled Circulation  
Updated: Daily

List Type: E-mail and Telemarketing  
Last Update: 01/10

Minimum Order: 4,000 Names for Email. 5,000 Names for Telemarketing.

### Profile

Since 1985, Computer Dealer News has been the leading information source for Canadian IT solution providers. Computer Dealer News is Canada's national newsmagazine designed to provide VARs, system integrators, system builders, ISVs and retailers with the most comprehensive coverage of news, events and issues in the IT channel.

The aim of this publication is to help resellers expand their business by supplying critical market information in a timely, analytical manner.

The Computer Dealer News Email Subscriber List is comprised of qualified subscribers who require strategic news coverage in order to perform and work in the IT channel, and assist them in their purchasing decisions and all have given permission to receive third-party email.

Multi-Channel Base Rate	CPM
Email and Postal Offers	\$530/M
Email and Telemarketing Offers	\$630/M

Demographic Selects	CPM
Geographic	\$15/M
Job Function	\$20/M
Business/Industry	\$20/M
Employee Size at Organization	\$20/M

Transmission	CPM
HTML	\$115/M
Text	\$100/M

Additional Services	
Click-Through Tracking	\$150/F
Personalization	\$100/F
Split (First 2 at no charge)	\$75/F
Suppression*	\$1/M
(*\$175/F minimum and \$550/F maximum)	

For inquiries or questions, contact Steve Tozeski.  
Direct line (508) 766-5633; Email [stozeski@idglist.com](mailto:stozeski@idglist.com)

Postal names are available for the Computer Dealer News Subscriber List for postal/email matching. For inquiries or questions, contact Steve Tozeski.



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Job Function - \$20/M	
Executive/Company Management	5,130
Purchasing Management	304
Marketing/Sales Management and Supervisory	1,056
Retail/Channel Management	117
Product Management	171
Marketing/Sales Staff	365
Systems Developer/Integration Management/Supervisory	1,910
Manufacturing/Engineering/Maintenance Management	264
Computer IT Consultants	1,144
Other Qualified Personnel	151

Business/Industry - \$20/M	
Value Added Reseller/Dealer	1,961
Systems Integrator/Systems House	915
Computer/Computer Product Distributor/Wholesaler	657
Computer/Computer Product Retailer	630
Prepackages/Custom/Software Developer	554
Independent Computer/IT Consultant	1,895
Computer Rental/Leasing/Finance	41
Computer Products Maintenance/Service	555
Manufacturing/Assembly Computer/Peripherals Products	406
Manufacturing/Assembly Communication/Wireless Equipment	191
Other Computer/IT Services	1,196
Other Qualified Industries	1,611

Employee Size at Entire Organization - \$20/M	
1 to 9	4,770
10 to 49	1,930
50 to 99	648
100 to 499	851
500 to 999	382
1,000 to 2,499	693
2,500 to 4,999	162
5,000 or more	727

Geographic - \$15/M	
Newfoundland	60
Prince Edward Island	33
Nova Scotia	223
New Brunswick	148
Quebec	1,742
Ontario	5,765
Manitoba	268
Saskatchewan	173
Alberta and Northwest Territories	863
British Columbia and Yukon Territories	1,337