

Decision-Makers with Email Data Card

Data Verified: March 14, 2009; please contact us for current counts.

DESCRIPTION

Legal Opt-In, Inc., a lawyer-owned publishing and marketing firm with over 10 years' experience marketing to lawyers, offers this unique file of **key lawyers at U.S. companies and law firms, with titles including Partner and General Counsel**. These lawyers are all highly educated, highly compensated professionals who purchase publications, books,

continuing legal education, software, and many other products and services.

List includes postal address, and email address, phone, and fax.

Email rental includes testing-till-client-is-satisfied, broadcast, and results report (including open and click-tracking).

LIST SOURCE

Online opt-in form, law school and other public directories, public filings, conference materials, and Internet sources.

List includes data from wide array of public sources, which are extensively cross-checked to ensure accuracy. All statutory and ethical rules are strictly observed to protect list members and advertisers.

COMMON COUNTS, SELECTIONS, AND FEES

The **Decision-Makers with Email** file contains:

- 38,067 records from 7,482 business entities
- 31,671 email addresses (\$355/M)
- 35,968 postal addresses (\$150/M)

Available selections include:

- radius (\$35/M)
- county, city, state, zip, SCF (\$25/M)
- area code (\$25/M)
- email domain (\$25/M)
- telephone/fax (\$35/M)
- Many more; please call.

Minimums:

- Email order: \$1,650
- Postal order: \$550

- Waive minimum: \$385/F

Delivery Options:

- Email delivery of postal lists (\$55/F)
- Pressure-sensitive labels (\$70/F)
- diskette/zip disk/CD (\$70/F)
- Rush fee (under 4 business days) (\$70/F)

Other Options:

- Personalization (\$110/F)
- List suppression (\$110/F for up to 100,000 records)
- A/B split (\$25/M)
- Alternate text/creative setup (\$35/ea)
- Key coding (\$10/M)
- *YourCompany@legaloptyn.com* mailbox as "From" email address (\$50/F)

SEE ALSO THESE RELATED DATACARDS:

Corporate Counsel, Fortune 1000 Lawyers

COMMISSION, CREDIT POLICY

20% commission to brokers.
Cancel charges: 50% cancellation on all orders.
Prepayment required for new customers.

RESTRICTIONS

Sample mailing piece required.

MAINTENANCE

List is continually augmented and pruned. Datasheets updated annually.

LIST MANAGER

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