

Decision-Makers with Email

Data Card

Data Verified: July 1, 2017; 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 one 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:

- 37,636 records from 8,506 business entities
- 20,912 email addresses (\$355/M)
- 36,536 postal addresses (\$150/M)
- 19,212 phone numbers (add \$35/M)

Common selections include:

- Legal practice (\$25/M);
Dual practice (\$40/M)
- Geo:
 - State (\$25/M)
 - City or SCF (\$30/M)
 - ZIP (\$35/M)
 - ZIP+4 (\$40/M)
 - Radius (\$50/M)
- One-per-firm (\$25/M)
- Area code (\$25/M)
- Email domain or TLD (\$25/M)
- Many more; please inquire.

Minimums:

- Email order: \$1,650
- Postal order: \$550
- Waive minimum: \$385/F

Options/fees for Postal Lists:

- Email delivery of postal lists (\$55/F)
- Expedited turnaround (3 days standard):
\$5/M (\$25 minimum) per day
- Key coding (\$10/M)

Options/fees for Email Lists/Broadcasts

- Expedited turnaround (3 days standard):
\$10/M (\$50 minimum) per day
- Personalization (\$110/F)
- List suppression (from \$110/F)
- Additional/alternate creative (\$35/ea)
- Additional results reports (\$35/ea)
- A/B split (\$25/M)

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

Legal Opt-In, Inc.

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