

Association for PRINT Technologies Past Attendee Mailing List Rental

6,223	Email List Universe/Base Rate*	\$275.00/M
	Email Transmission Fee	\$100.00/M
27,671	Postal List Universe/Base Rate	\$125.00/M
27,362	Telemarketing List	\$165.00/M

DESCRIPTION

Association for PRINT Technologies owns and produces National and International events for the most influential buyers in the graphic communications, commercial, transactional, converting and package printing, publishing, mailing, in-plant, digital imaging, marketing and industrial printing industries. These professionals enthusiastically spend money in order to make money. Past events include: GRAPH EXPO[®] and PRINT[®].

These buyers depend on these events for new solutions, new applications, and approaches that can help them expand their services. They read industry publications and subscribe to online news services in search of new technology.

*The Email List consists of those who have signed up to receive special offers on industry-related products and services.

ADDITIONAL CHARGES (see below for selects)

Buying Influence	\$ 10.00/M
Company Size	\$ 10.00/M
Geography	\$ 10.00/M
Job Function	\$ 10.00/M
Principal Business	\$ 10.00/M
Products of Interest	\$ 10.00/M
Keying	\$ 2.00/M
List Delivery Fee	\$ 75.00/F
HTML	\$ 50.00/F
Personalization	\$ 10.00/M
Suppression	\$150.00/F

MINIMUM ORDER

Inquire

LIST MANAGER

RMI Direct Marketing
 44 Old Ridgebury Road
 Danbury, CT 06810

Attn: Debbie Tether
 dtether@rmdirect.com
 Phone: (203) 825-4632
 Fax: (203) 778-6130

ORDER REQUIREMENTS—EMAIL

- Email body copy and subject line (for approval and transmission)
- HTML or Text acceptable
- Working click-thru URL's
- Link to mailer's privacy statement and opt-out

Email Tests/Revisions:

You will be sent a test message before transmission, which may be revised once for no extra charge. Any subsequent revisions will be billable at \$50 each.

ORDER REQUIREMENTS—POSTAL/TELEMARKETING

- Sample Mail Piece
- Telemarketing Script
- All orders must be shipped to a 3rd party mail house.

OTHER

Prepayment is required for all first time orders. Please allow 5-7 business days for order processing or rush fees will be charged.

CANCELLATION CHARGES

Orders cancelled before transmission date are charged \$275.
 Orders cancelled after transmission date are full charges

AVAILABLE SELECTIONS

Principal Business:

Ad Agency/PR Firm/Graphic Designer
 Association
 Book Publisher/Printer
 Commercial Printing
 Consultant/Broker
 Converting/Flexible Packaging
 Converting/Folding Carton
 Converting/Corrugated
 Corporate/Enterprise
 Dealer/Distributor
 Digital Printing/Imaging Services
 Education
 Finance/Banking
 Government
 Healthcare
 In-Plant Printing
 Insurance
 Label and Tag Printing/Converting
 Magazine Publisher
 Mail/Distribution
 Manufacturer/Supplier
 Marketing Communications
 Multimedia/Web Production
 Newspaper Publisher
 Package Printing
 Photo Imaging
 Photographer

Quick/Instant Printing
 Retail
 Software Development
 Student
 Trade Bindery/Finishing
 Wide/Large Format Printing/Imaging

Buying Influence:
 Final Decision Maker
 Significant Influence
 Make Initial Recommendations
 Research New Products
 Involved in Another Way

Primary Job Function:

CIO/IT Professional
 Designer/Creative
 Editorial
 Educator
 Manager/Supervisor
 Postpress Operator
 Prepress Operator
 President/Owner/CEO
 Press Operator
 Print Buyer/Purchasing
 Print Center Manager/Central Services
 Production Operations
 Production Supervisor

Sales/Marketing
 Student
 Vice President/Department Head

Company Size:

1 - 19 Employees
 20 - 49 Employees
 50 - 99 Employees
 100 - 249 Employees
 250 or More Employees

Products of Interest:

3-D Printing
 Art/Graphic Design
 Bindery Equipment
 Coating & Laminating
 Computer Hardware
 Consumables
 Content & Document Management
 Converting - Flexible Packaging
 Converting - Folding Carton
 Copiers: B/W and Color
 Die-Cutting/Foil Stamping/
 Embossing
 Drying/Curing
 Electronic Publishing Systems
 Extrusions
 Ink & Toner
 Instrumentation/Guide/Controls

Mailing & Fulfillment Equipment
 Material Handling Equipment
 Package Printing Equipment
 Paper & Substrates
 Photo Imaging & Finishing
 Equipment & Supplies
 Post Press Equipment
 Prepress Equipment
 Presses - Digital Electrographic - B&W
 Presses - Digital Electrographic - Color
 Presses - Digital Inkjet
 Presses - Flexographic
 Presses - Gravure
 Presses - Sheetfed Offset
 Presses - Web Offset
 Promotional Products
 Slitting/Rewinding
 Software/Cross Media
 Software/Digital Printing
 Software/MIS
 Software/Print Production
 Software/Workflow
 Wide/Large Format Printers/
 Equipment
 Other

Association for PRINT Technologies Mailing List Rental Order Form

Date Needed: _____ Intended Mail/Email/Use Date: _____

List User Name: _____ PO#: _____

Company: _____ Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Indicate your selection criteria: *(please check all that apply)*

Primary Job Function: (\$10/M)

- CIO/IT Professional
- Designer/Creative
- Editorial
- Educator
- Manager/Supervisor
- Postpress Operator
- Prepress Operator
- President/Owner/CEO
- Press Operator
- Print Buyer/Purchasing
- Print Center Manager/
Central Services
- Production Operations
- Production Supervisor
- Sales/Marketing
- Student
- Vice President/Department
Head
- Other
- All of the Above

- Corporate/ Enterprise
(In-House) Printing Center
- Dealer/Distributor
- Digital Printing/Imaging
Services
- Education
- Finance/Banking
- Government
- Healthcare
- In-Plant Printing
- Insurance
- Label Printing & Tag
Printing/Converting
- Magazine Publishing
- Mail/Distribution
- Manufacturer/Supplier
- Marketing Communications
- Multimedia/Web Production
- Newspaper Publisher
- Package Printing
- Photographer
- Photo Imaging
- Quick/Instant Printing
- Retail
- Software Development
- Student
- Trade Bindery/Finishing
- Wide/Large Format
Printing/Imaging
- Other
- All of the Above

Company Size: (\$10/M)

- 1 - 19 Employees
- 20 - 49 Employees
- 50 - 99 Employees
- 100 - 249 Employees
- 250 or More Employees
- All of the Above

Buying Influence: (\$10/M)

- Final Decision Maker
- Significant Influence
- Make Initial Recommendations
- Research New Products
- All of the Above

Products of Interest: (\$10/M)

- 3-D Printing
- Art/Graphic Design
- Bindery Equipment
- Coating & Laminating
- Computer Hardware
- Consumables
- Content & Document
Management
- Converting - Flexible
Packaging
- Converting - Folding Carton
- Copiers: B/W and Color
- Die-Cutting/Foil Stamping/
Embossing
- Digital Printing/Imaging
Equipment
- Drying/Curing

- Electronic Publishing Systems
- Extrusions
- Ink & Toner
- Instrumentation/Guide/
Controls
- Mailing & Fulfillment
Equipment
- Material Handling Equipment
- Package Printing Equipment
- Paper & Substrates
- Photo Imaging & Finishing
Equipment & Supplies
- Post Press Equipment
- Prepress Equipment
- Presses - Digital
Electrographic - B&W
- Presses - Digital
Electrographic - Color
- Presses - Digital Inkjet
- Presses - Flexographic
- Presses - Gravure
- Presses - Sheetfed Offset
- Presses - Web Offset
- Promotional Products
- Slitting/Rewinding
- Software/Cross Media
- Software/Digital Printing
- Software/MIS
- Software/Print Production
- Software/Workflow
- Wide/Large Format Printers/
Equipment
- All of the Above

List any other criteria here *(Geo/states or SCFs @\$10/M)*: _____

Total quantity desired: _____ *(Inquire about Minimum List Orders)*

- List Delivery (Postal/Telemarketing) \$75/F (Provide address below) Email HTML Set-up (\$50/F) Suppression (\$150/M)

Base Rates: Postal (\$125/M) Telemarketing (\$165/M) Email (275/M)

Ship to / Mailhouse:

Name: _____ Email/FTP Address: _____

Company: _____ Address: _____

City: _____ State: _____ Zip: _____

Fax or email completed form, along with your sample mail piece to:

Debbie Tether, RMI Direct Marketing
dtether@rmidirect.com
Phone: (203) 825-4632 • **Fax:** (203) 778-6130