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COMPUTER TRAINING COURSE BUYERS

ZENITH #1031

MIN #95282 SRDS #770829-000

This file was generated by inquiries and subscribers to the Virtual Marketing website that offers on-line training programs for company employees. The list includes IT professionals and their staffs as well as department heads in finance, accounting, and business operations. They are active direct mail buyers of books, seminars, videos, employee training, and subscriptions.

This is a high-impact list for direct marketers seeking computer professionals at business address for offers such as: books and journals, hardware and peripherals, software, telecommunications, seminars and conferences, consumer catalogs, MIS, e-commerce information and lead generation, continuing and distance education programs.

TOTAL FILE: 337,243

Selects listed below are available for an additional \$5/M:

770	ACCOUNTING SOFTWARE TRAINING	59,911
771	CHIEF INFORMATION OFFICER	16,904
772	CHIEF TECHNOLOGY OFFICER	12,033
773	CLIENT-SERVER APPLICATIONS	19,979
774	HARDWARE BUYERS	8,270
775	INTERNET/INTRANET PROFESSIONALS	65,839
776	INTERNET-BASED BUSINESSES	41,979
777	IT DIRECTOR	10,604
778	IT MANAGER	5,730
779	MIS DIRECTORS	560
780	MULTIMEDIA HARDWARE/SOFTWARE BUYERS	25,984
781	SOFTWARE DEVELOPERS	41,024
782	SYSTEMS INTEGRATION SERVICES	28,426

PRICES and TERMS

Minimum Order	3,000	Base Price	\$95/M
Disk, E-Mail	\$50	Cheshire, Bar-Coded	\$5/M
Pressure-Sensitive Labels	\$15/M	Selects (Gender & Geo.)	\$5/M
Telephones	\$25/M	Key Coding	\$5/M
Shipping 2 Day	\$17.50	Shipping Overnight	\$35

All files 12 months or less. Files updated monthly.

Brokers Welcome

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