

HI TECH AMERICA

30,000 MONTHLY IT SPECIALISTS \$95/M
17,000 MONTHLY WEBMASTER PROFESSIONALS \$95/M
843,000 HI TECH PROFESSIONALS \$90/M

SUMMARY: TARGET KEY INFORMATION TECHNOLOGY SPECIALISTS AND WEBMASTER PROFESSIONALS WHO MANAGE AND IMPLEMENT A WIDE RANGE OF IT OPTIONS. THEY ARE RESPONSIBLE FOR THEIR COMPANY'S DAY TO DAY COMPUTER AND SYSTEM OPERATIONS.

DEMOGRAPHICS: 75% MALE
25% FEMALE

SOURCE: STATE REGISTRIES, TRADE PUBLICATIONS, TRADE SHOWS, AND DIRECT MAIL OFFERS

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

HITECHAM

JANUARY 2010

MATERIAL:
E-MAIL \$60.00/F

SELECTIONS:
STATE/SCF \$7.00/M
ZIP \$7.00/M
SEX \$7.00/M
SPLIT \$7.00/M
TITLE \$10.00/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000