

## Why Audience Specific Mini-Bases Are the #1 Choice for Marketing Certificate Programs

We developed these audience specific mini-bases of postal lists specifically for our college and university clients. They solve most of the big problems you face in renting postal lists, especially for multi-module certificate programs. This is the lowest cost source for these lists from anyone, anywhere.

**Each InfoLists mini-base focuses on a particular audience.** For each one we have picked the best postal lists available to reach that audience. Examples include:

- **Human Resources** -- *SHRM, Workforce* magazine, *Talent Management, Human Capital* and 30+ others.
- **Project Management** – *Gantthead, Projects @ Work, NASA, Project Professionals.*
- **Supply Chain** – *Purchasing* magazine, *Logistics Management, Supply Chain* newsletter, *APS* and others.
- **Leadership and Management** – *HBR, Leader to Leader, Soundview, Clement,* seminar attendees, approving managers and 20 others.
- **Auditing Professionals** – *Controllers Report, CCH Auditors, Auditors Top 200, Sheshunoff & Pratt, Corporate Accountants* and more.
- **Customized** – you tell us the audience and we will try to tailor a mini-base for you – within 1-2 days. No charge.

**Your mini-base order is emailed to you as ONE single merged and purged list.** For example, assume there are 1,500 names available in your area for each of the 4 lists in the *Project Management* mini-base. But you only want 3,000 total. You can pick two lists of 1,500 each or 4 lists of 750 each. We merge the lists you want, eliminate any duplicates, and email you a single list of 3,000 records.

**Since each mini-base is in fact a multiple list database, you have many uniquely powerful and cost-controlling options.** You can:

- Omit a list, like *SHRM*, that you may already have.
- Select just the job titles and employee size you want from just the lists of your choice. Mix and match as you wish.
- Get the quantity of names you want in your geographical area with no minimum order quantity. If you only want 200 names each from 10 different lists, you only pay for 2,000.

**Plus, you have another option -- you can order just ONE single list with no minimum order quantity.**

Let's say you wanted the *Talent Management* magazine subscriber list only. Perhaps you contact another list broker (not InfoLists) for costs and counts in your area. That broker runs counts and tells you that there are 1,500 names in your area, but the minimum order is 5,000! So what do you do? You either (A) don't rent the list or (B) pay \$975 for 1,500 names! (As of this writing, \$975 would be the actual amount you would pay another broker, based on the currently published datacard of that list.)

But with InfoLists you have a better and lower cost option. Since *Talent Management* is in our database, you do NOT have to pay for 5,000 to get 1,500 names. You only pay for what you need. The cost to you from InfoLists for those 1,500 names would be \$337 plus \$50 for email shipping! That's \$588 LESS than you would pay another list broker.

**These mini-bases give you the marketing power and edge that is usually reserved for the nation's largest seminar and association mailers.** You can have all of the advantages now.

Tap the list experience of InfoLists, Inc. with over 20+ years of helping college and universities market management, executive and professional development programs.

**There are over 60,000 mailing lists on the market.** And we know how to mine that mountain to find the best lists for your marketing projects.

Contact Phil Graf or Debbie Young now with your questions and to discuss your list needs.

pgraf@proed.com or dyoung@proed.com