

IDII Software Newsletter

Reaches a large number of **software and logistics professionals** dedicated to the supply chain industry. Our audience includes *key decision-makers and key software personnel* - Executives, Vice Presidents, Directors, and Managers of software companies, consulting companies, manufacturers, wholesalers, distributors, and retailers.

These key individuals are concerned about "software". Executives, VP's, CIO's, IT Director's, Purchasing Managers, Logistics Managers, Warehouse Managers, Operations Managers, Software Architects, Consultants & Senior Consultants, are many of the subscribers of the IDII Software Newsletter.

*Their life styles are **fast-paced, ready to spend money** for products that work or save time. On the average, these individuals have the authority or influence to spend money for large projects (from \$100,000 to \$10 million), since they will be personally responsible for making them happen. Some of our subscribers own software companies or a supply chain company and are looking at how to expand into new opportunities.*

Newsletter Benefits

Electronic Newsletters (E-zine) advertising is quickly becoming a practical source for online marketing for several reasons.

- 1) **No Worries of Spam** - Newsletters are only sent by REQUEST. Prior to anyone receiving one of our newsletters, the individual must voluntarily submit his or her contact information (i.e., their e-mail address). This creates an advertiser-friendly environment, and ensures that the information is read thoroughly and considered valuable to the recipient.
- 2) **Cost Efficient** - The cost to advertise by email marketing is a fraction of the cost of any other marketing venture. To mail brochures is labor intensive and expensive by the time one adds the postage, labor, envelope, and flyers. IDII can deliver your message at a much-reduced rate.
- 3) **Voluntary Subscriber Base** - All lists displayed and maintained by Industrial Data & Information, Inc. are generated by voluntary means ONLY.

Terms:

Terms are Net 10 days. We will invoice at the *beginning* of the month for ads in the upcoming month. We accept MasterCard, Visa, Discover, and American Express. If you provide your credit card, we will bill it for the sponsor or banner ad *and send you a sales receipt*.

For Immediate Help:

Call 1-918-464-2222 Monday-Friday from 9am-6pm CST, fax to 1-918-464-2221, or email us at sales@idii.com. Submit ads to advertising@idii.com. Include URL to link to (maximum length of 60 characters). For banner ads, also include the ALT TEXT (ALT Text may not exceed 60 characters including spaces).

Disclaimer and Restrictions:

IDII does not accept ads that contain or promote pornography, liquor, tobacco, or are discriminatory, hateful, or illegal. IDII decides on the position of the advertisement within the IDII Software Newsletter. IDII limits the number of advertisements to each newsletter. Rates and terms are subject to change anytime. Rates are quoted in US Dollars.

Circulation:

As of 08/06/2002 our circulation is 8,221

Demographics:

Age:

68% of subscribers are between age 30 and 49.
94% of subscribers are between age 26 and 59.

College:

36% of subscribers has Graduate degree (Masters or Ph.D.).
86% of subscribers has Bachelors degree.

Sex:

16% of subscribers are female.
84% of subscribers are male.

Occupation:

1.5 % are Accounting/Finance
23.4 % are Executive Senior Management
41.2 % are Professional/Managerial
12.6 % are Technical/Engineering
19.4 % are Sales & Marketing
0.6 % are Customer Service
2.0 % are College Faculty or Student

Company Size:

10% of subscribers are employed in companies with less than 10 employees
27% of subscribers are employed in companies with 10 to 99 employees
25% of subscribers are employed in companies with 100 to 499 employees
8% of subscribers are employed in companies with 500 to 999 employees
17% of subscribers are employed in companies with 1,000 to 9,999 employees
13% of subscribers are employed in companies with 10,000 or more employees

Country:

64 % from the US
7 % from the Canada
4 % from the Australia
4 % from the India
4 % from the Netherlands
2 % from the Singapore
12 % are from Other Countries

Statistics:

It will be up to your website and webmaster to provide hits and information gathering. Make sure that the URL that you provide IDII will prompt the subscriber for their name, address, and phone numbers.

IDII Software Newsletter Advertising Form

Company _____
Address _____
City _____
State _____ Postal _____
Country _____

Your Name _____
Position _____
E-Mail _____
Phone _____
Fax _____

Preferred Starting Date: ____/____/____ **Number of Issues:** _____

Advertisements should point to URL: http://_____
Advertisements in GIF format ready? Yes No Working On It
Please send them to admin@idii.com
Alternative Text (for banners & buttons): _____

Method Of Payment

Credit Card Number
____ VISA _____
____ MasterCard _____
____ American Express _____
Signature _____
____ Open Invoice (US Companies Only) PO #: _____

Who will receive monthly sales receipts (or invoices)? Sent via e-mail.

Name _____
Company _____
Position _____
E-Mail _____
Phone _____

Fax form to IDII, Software Newsletter Advertising, at (918) 464-2221.