

# Compliance-Daily Newsletter Subscribers

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<b>Total Records:</b>	<b>43,674</b>	<b>Base Rate:</b>	
List Source:		Email List	\$390/M
Active subscribers to Compliance-Daily electronic newsletter.		Newsletter Sponsor	\$40/50/60/M

### Description:

Readers of Compliance Daily's email newsletter. The newsletter keeps executives abreast of the most important events in the world of compliance.

### Audience Profile:

<b>Executive Management</b>	<b>11%</b>
Chairman, Board of Directors, Audit Committee Member, CEO, CFO, COO, CIO, Chief Compliance Officer	
<b>Middle Management</b>	<b>42%</b>
Senior VP, VP Director of Finance/Cost/Tax Accounting, General Counsel, Contoller, Director, Shareholder Relations, Corporate Compliance Officer, Compliance & Ethics Professional, Compliance Officer, Chief Ethics Officer, Regulatory Mgr, Compliance Program Mgr	
<b>Accounting</b>	<b>9%</b>
Auditor, Internal Auditor, Director of Auditing, Senior Auditor, Accountant	
<b>Information Technology</b>	<b>38%</b>
CTO, Network Administrator, Director of Security, Project Manager, System Analyst, Developer, Software Engineer, Network Engineer	
<b>Total</b>	<b>100%</b>

### List Maintenance:

Update Frequency: Daily

### Selection Charges: (call for latest counts)

SELECT	QTY	PRICE
Executive	4,804	\$40/M
Middle Management	18,343	\$40/M
Accounting	3,931	\$40/M
Information Technology	16,596	\$40/M

### Email Creative Requirements:

#### HTML

HTML should be set up to pull all associated graphics off of the list renter's web server. No limit on length/size.

#### Text

No limit on length/size.

#### Combination HTML

Everyone receives both text/html versions; if their e-mail client supports HTML, they will see the HTML version – if not, they will see the alternate text version of the message.

#### All Campaigns

Please have all materials to us 48 hours before the transmission is scheduled to be released to the list. All materials should be proofed, and all links should be tested before you submit the copy. Include *From* and *Subject* lines, and test email accounts.

### Newsletter Creative Requirements:

#### Graphics and Links

Half Banners and URLs must be supplied 48 hours prior to transmission. Half banner size, 234 x 60 pixels. File format; .gif or .jpg

### Restrictions:

- Confidential.
- Use only to develop sales leads and sales.

### Other:

Minimum order 5,000.  
 20% commission to brokers.  
 All campaigns must be prepaid.  
 Cancelled orders are subject to a \$250 flat cancellation fee.  
 72 hours setup required.