



## IT Professionals Database

**TOTAL RECORDS:** 312,000    **BASE PRICE:** Ask Your Rep Today!

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With over 312,000 records in our IT Professionals Database, our clients are sure to find a vast number of recipients ready to receive their message.

Our IT Professionals Database consists of individuals who educated and highly trained in Information Technology and have opted in to receive offers related to their field. If you are looking to reach out to individuals for employment related to IT or Technology this is the list for you.

These IT Professionals like to stay in the know about all the latest making them great prospects for a variety of offers including computers, MP3 players, cell phones, navigation systems, TVs, DVD players, stereos, video game consoles, accessories, clothing, jewelry, gifts, school supplies, and much more. If you are looking to target individuals for Electronics and Retail store offers this is the list for you! With Cobalt Media's IT Professionals database, the marketing possibilities are endless!

Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

### Demographic Selections:

- Home Owners
- Age/Date of Birth
- Gender
- Special Hobbies
- Renters
- Voting Behavior
- Presence of Children
- Credit Card Holder
- Zip Code/City/State
- Income
- Presence of Pets
- Investors
- Household Income
- Martial Status
- Ethnicity
- Net Worth

### SELECTIONS:

- 3 Month Hotline: ..... \$10/M
- Geography: ..... \$5/M
- Investment Type: ..... \$5/M
- Income: ..... \$5/M
- Net Worth: ..... \$5/M
- Age: ..... \$5/M
- Gender: ..... \$5/M
- Martial Status: ..... \$5/M
- Mail Order Buyer: ..... \$5/M
- Magazine Subscriber: ..... \$5/M
- Donor: ..... \$5/M
- Ethnicity: ..... \$5/M
- Religion: ..... \$5/M
- Book Buyer: ..... \$5/M
- Homeowner: ..... \$5/M
- Length of Residence: ..... \$5/M
- Presence of Children: ..... \$5/M
- Age of Child Present: ..... \$5/M
- Telephones: ..... \$25/M

### UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.