

IIR FINANCE  
(includes IIR Insurance and Banking, MIN#  
M049431)

01/31/2012

PAGE 1  
MIN# 20383

249,066	Total	\$200/M
8,239	Last 3 Months	+\$15/M
20,694	Last 6 Months	+\$10/M
93,296	Last 12 Months	+\$5/M
Consumer Offers		\$90/M

-----DATE-----

01/30/2012 UPDATED  
01/31/2012 CONFIRMED

-----UNIT OF SALE-----  
\$1,900.00 AVERAGE

-----GENDER-----  
N/A

-----MEDIA-----  
100% DIRECT RESPONSE

-----ADDRESSING-----  
EMAIL

-----SELECTIONS-----  
\$15/M JOB TITLE SELECT  
\$15/M JOB FUNCTION SELECT  
\$5/M SCF/ZIP  
\$5/M STATE  
\$20/M ATTENDEES  
\$10/M KEYING  
\$50/F EMAIL DELIVERY  
\$5/M 3 MONTH HOTLINE  
\$10/M 6 MONTH HOTLINE  
\$15/M 12 MONTH HOTLINE

Formerly: IIR Finance and Public Sector  
Formerly: IIR Financial Database  
Formerly: IIR Insurance Banking and Financing  
Formerly: IIR Insurance Institute

The Institute for International Research (IIR)  
is the global industry leader, providing  
business to business information via  
conference, seminars, and training.

-----MINIMUM ORDER-----  
5,000

IIR creates, produces and manages each function  
with the goal of addressing current market  
trends, regulations technical issue, leadership  
and solutions for today's dynamic  
organizations. They also provide a forum for  
face-to-face networking between industry  
leaders, potential strategic partners,  
prospects and customers.

---LIST OWNER/MANAGER---  
-----WEBSITE-----  
[www.informadatus.com](http://www.informadatus.com)

This masterfile consists of upper and mid-level  
executives, directors and managers who are  
interested in capital markets, global  
competition, investment management, technology,  
banking regulations, etc.

-----MANAGER'S EMAIL ADDRESS-----  
[amiller@ibcusa.com](mailto:amiller@ibcusa.com)

**Topics include** lending & credit management,  
real estate & construction, retail banking,  
retirement planning & defined contribution,  
trust & estate planning, asset allocation &  
portfolio management, compliance & legal,  
pension funds, tax & accounting, alternative  
investments/hedge funds, aircraft &  
transportations finance.

InformaDATA/IBC  
One Research Drive Ste 400A  
Westborough, MA, 01581

For listings of additional selections:  
Please inquire

Amy Miller  
Phone: 508-614-1251  
Fax: 508-616-5533

**Job Function:**  
Accounting/Finance, Sales & Marketing,  
Analysis, Compliance/Regulatory/Legal,  
Investment, Trading,

Net name not available

**Job Title:**  
President/CEO, Vice President/Director,  
Counsel, Managing Director, Chief  
Investment Officer, Trustees, CFO, Senior  
Management, Portfolio Manager, Fund Manager,  
Analyst.

Provisions:  
\* All cancelled orders will incur a \$50/F  
cancellation fee, \$10/M run charges, plus  
media fees.  
\* No cancellations will be accepted after  
the mail date. Cancellations will be  
accepted only upon return of list before  
mail date.  
\* All payments are due 60 days after  
invoice date regardless of mail date  
\* Late charges of 2% per month  
\* Counts are subject to change without  
notice