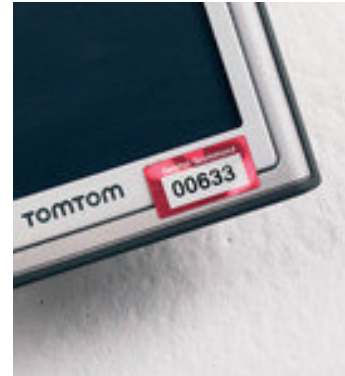


## ASSET ID

### MAIL ORDER IT DECISION MAKERS DATABASE

UNIVERSE: 8,500



## The perfect list for targeting IT Decision makers in larger Corporations and the Public Sector

### List Source

Asset ID is one of the core brands of the USA Giant **Brady Corp.**

Asset ID product range includes asset labels that provide an efficient way to track and identify your assets and provide a visual deterrent against theft. Designed for use on your smallest to largest assets such as mobile phones, PDA's, Camera, Sat. Nav, IT Servers, PC's, Laptops, Printers, Photocopiers and any asset of value.

These buyers were all recruited through direct mail and telemarketing, as well as via their website, emails and online catalogues.

### List Profile

These are known mail-order buyers, who are actively buying on behalf of their companies. The products are purchased by the larger companies and across the Public Sector. They are all key decision makers on IT Security for their organisation and are at a senior level.

**Cost**

UK One Time Rental:	Buyers:	£165/000
Selections:	Geographic:	£Free
Delivery & Formats	Email:	£30 flat

**For counts please contact the List Management team on:-  
+44 (0) 1234 834580**

**Terms**

Min Order 5000 records  
DMA Recognised Lists Brokers 20% Commission  
DM Agencies 10% commission  
3-5 Days Delivery after approval  
Sample Mail piece required for approval

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