

## B&T Email List

B&T Weekly is Australia's only weekly magazine covering the advertising, marketing and media industry. It covers the latest account moves, people moves, marketing initiatives and media trends. It features hard-nosed analysis of this rapidly changing field, colour with expert opinion from the industry's top players.

B&T is read by key decision makers in marketing and advertising firms, advertising agencies, marketing consultants, media companies and top people in services to advertising, government, TV commercial production and industry associations.

The list is made up of subscribers to the B&T Daily News who have opted to receive information from a 3rd party.

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<b>::Quantity</b>	5500
<b>::Selections</b>	National
<b>::Pricing</b>	
<b>Rental</b>	Emailing data: \$425.00 per 1000 records
<b>Set Up Fee</b>	\$300.00
<b>Delivery Fee</b>	
<b>::Minimum Order</b>	All Records
<b>::Deliverability</b>	100%
<b>::Lead Time</b>	5 processing days

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**::Notes**

Terms of Hire for Email data:

- Email text is to be no longer than 500 words (72 characters per line)
- Email format must be in ASCII Text
- All email broadcasts must be completed by the list owner
- Email files can exceed no more than 50k

Entire list must be rented. The cost of rental includes full track of;

- Number of HTML subscriber the email was sent to
- Number of text subscribers the email was sent to
- Unique number of subscribers who opened the email
- Unique number of subscribers who clicked through to the advertiser's site

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**::Terms & Conditions**

List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.

We require a signed copy of our list rental agreement and order form prior to any order being processed.

Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

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