



## List Data

### BNA's MASTERFILE—78,037

The Bureau of National Affairs is the foremost publisher of print and electronic news, analysis, and reference products, providing intensive coverage of legal and regulatory developments in healthcare, business, employment and labor, law, taxation, environmental protection, human resources, safety, and other public policy and regulatory issues for professionals in business and government. Decision-makers turn to BNA for detailed up-to-the-minute news and information on the ever-shifting landscape of laws and regulations that influence business decisions.

#### The list is selectable by Product Category:

1,925	Benefits and Compensation	1,830	Hazardous Materials/Chemical Mgmt
6,906	Business Services	1,138	International
4,826	Corporate Law	3,616	Intellectual Property Law
3,787	Environmental Compliance	4,151	Labor Law
7,569	Employment Law	6,684	Litigation
1,589	Employee Relations	4,868	Payroll
906	Federal Contracts	2,221	Safety
4,458	Health Care	38,899	Tax Management
10,275	Human Resources		

The entire BNA file is being offered. This is an excellent list for top-level management and executive offers such as conferences, news services, software and computers, business and personal services, financial offers. These are up-scale business executives and are excellent prospects for high-end consumer offers and fundraising as well.

Average unit of sale: \$1,500  
This list includes subscribers and 12-month expires.  
Source: Direct mail, telemarketing, direct sales  
100% Business address  
Updated quarterly

## For More Information:

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## Terms

Base Rate ..... \$140/m

### SELECTIONS:

Product Category ..... \$25/m

Product Delivery Format ..... \$20/m  
Select: Print Delivery, Software Delivery,  
Web Delivery

Multi-buyers ..... \$20/m

SIC/Industry ..... \$15/m

Employee Size ..... \$15/m

State/SCF/Zip ..... \$10/m

Gender ..... \$10/m

Max per Site ..... \$5/m

Key Code ..... \$3/m

A/B Split ..... \$25 Flat

PS Labels ..... \$10/m

Diskette ..... \$50 Flat

Email ..... \$50 Flat

Mag Tape ..... \$25 Non-returnable Fee

Sample mail piece required

20% commission given to  
recognized brokers

Lists are rented to authorized  
mailers for one-time use only.  
Lists may not be copied, sold,  
reused or telemarketed.

Terms: net 30 days from mail date.

Cancellation Policy:  
Payment is due in full if order is  
cancelled after the mail date.  
Cancellation fee is \$50 plus \$10/m  
run charges and selects, media and  
shipping costs on orders cancelled  
before the mail date.