

LIST DATA

INSTITUTE LISTS

Masterfile of HR Executives

COUNT—232,495

TELEMARKETING—121,411

EMAIL—119,900

IOMA's publications, web services, audio conferences, research, consulting and on-site conferences focus on the best practices in HR, Compensation, Benefits and Training: including department management, 401(k) plan administration, pay for performance, training & development, recruitment and compliance with state and federal HR standards. In addition, IOMA covers top management concerns such as HR cost control, outsourcing, downsizing and use of consultants.

The list includes subscribers to *HR Focus*, *Managing 401(k) Plans*, *Managing Benefits Plans*, *Pay for Performance Report*, *Payroll Manager's Report*, *Payroll Practitioners Monthly*, *Report on Salary Surveys* as well as conference attendees and audio-conference attendees from IOMA and Kennedy Information.

Newsletter subscribers pay—\$389

Report Buyers pay—\$299

Audio conference attendees pay—\$225

Excellent prospects for professional associations and publications, HR software, training, outsourcing services, continuing education, conferences, premium incentives, gifts, travel offers, cost control products, management training, HR services and consulting.

Selectable by Area of Interest—\$10/m

45,963	Human Resources	33,775	Benefits
30,106	Compensation	15,494	401(k) Plan Management
30,912	Payroll	5,132	Training
114,830	Kennedy HR	1,600	Recruiting

Selectable by Title/Function—\$25/m

42,447	Top Executives (Owner/President/Partner/CEO/CFO/VPs)
119,252	Mid-Level Executives (Director/Manager)
29,634	Supervisors/Administrators

Source: Direct Response
100% business address
Updated quarterly
List includes subscribers, recent expires, and trials

Terms

Base Rate—\$150/m
Title/Function—\$25/m
Area of Interest—\$10/m
Employee Size—\$15/m
SIC/Industry—\$15/m
Phones—\$75/m
Gender—\$10/m
State/SCF—\$10/m
Max per Site—\$5/m
Key Code—\$3/m
Diskette—\$50
Email—\$50

Email Base Rate—\$400/m
(includes transmission, tracking & list selections)
HTML—\$75

20% commission given to recognized brokers.

Sample mail piece required.

5,000-name minimum order.

Terms: net 30 days from mail date.

A signed List Rental Agreement is required.

List are rented to authorized mailers for one-time use only and may not be copied or sold. Lists may be re-used or tele-marketed with prior approval only.

Cancellation—\$50 flat fee plus \$10/m run charges.

Cancellation after mail date requires payment in full.

FOR MORE INFORMATION

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