



## List Data

### KENNEDY INFORMATION HUMAN RESOURCE PROFESSIONALS

COUNT—114,830

EMAIL—67,900

**Kennedy Information, Inc.** is the leading publishing and research firm covering professional business markets including Investor Relations, Executive Recruiting, Human Resources and Management Consulting.

**Kennedy information** publishes *Recruiting Trends*, a monthly newsletter which provides strategies and tactics for creating and maintaining a competitive workforce. In addition, Kennedy Information produces high-end conferences and audio conferences for HR professionals and recruiters.

Management level HR professionals turn to Kennedy Information for valuable insights into critical recruiting issues from diversity to productivity, candidate research and evaluation to career and personal growth and more.

**These HR professionals are excellent prospects for:** business information; business services; software; premium incentives; corporate gift offers as well as personal electronics, computers, executive travel offers and high-end consumer offers.

This list includes newsletter subscribers, audio conference buyers, conference attendees, book buyers and Recruiting Newswire subscribers.

Average unit of sale \$250

Updated Quarterly

## For More Information:

**CONTACT** **Debra Goldfarb**, President, List Services, [dgoldfarb@ioma.com](mailto:dgoldfarb@ioma.com)  
Tel: 973•718•4766  
**Suzanne Thompson**, List Manager, [sthompson@ioma.com](mailto:sthompson@ioma.com)  
Tel: 973•718•4767  
**Angela Feeley**, List Manager, [afeeley@ioma.com](mailto:afeeley@ioma.com)  
Tel: 516-795-7578 Fax: 516-795-7329

**Institute Lists** 1 Washington Park, Suite 1300  
Newark, NJ 07102-3130  
Tel: 973•718•4700 Fax: 973•622•0595

## Terms

Base Rate ..... \$160/m

### SELECTIONS:

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

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

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

Gender ..... \$10/m

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

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

Email Base Rate—\$400/m

(includes transmission, tracking & list selections)

HTML—\$75

### MEDIA OUTPUT

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

Diskette ..... \$50 Flat

Email ..... \$50 Flat

FTP ..... \$75 Flat

Cartridge ..... \$25 Non-returnable Fee

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.