

ALEXANDER HAMILTON INST US EXECUTIVES MASTERFILE

The Alexander Hamilton Institute has been helping executives manage their companies and their careers since 1909. They currently publish newsletters, booklets, and looseleaf manuals targeted to top management, human resource directors, personnel managers, front-line managers, and supervisors at small-to-medium sized firms. Additionally, AHI now offers training with topics such as sexual harassment, retaliation, performance appraisals, diversity, discrimination, hiring and discipline. Alexander Hamilton Institute's publications deal with all aspects of employment law, and are specifically designed to keep managers and executives from making mistakes that could lead to fines and lawsuits. All Alexander Hamilton Institute's products are written in a practical and easy-to-read style that all levels of management can understand and apply immediately to solve or prevent workplace problems.

MEDIA TYPE

Business



SOURCE

75% DIRECT MAIL 25% WEBSITE

GEOGRAPHY

Domestic (US)

MAINTENANCE

Market Entry	10/31/1990
New to Manager	
Counts through	01/31/2010

DATA CARD MAINTENANCE

New to NextMark System	11/01/2006
Last data card update	02/17/2010
Next data card update	05/31/2010
Data card update frequency	

SEGMENTS	Data card currency: US Dollar
13,315 Total Universe / Base Rate	\$6.00 /M
3,752 Nov 2009 - Jan 2010 + Buyers	\$16.00 /M
7,567 Aug 2009 - Jan 2010 + Buyers	\$11.00 /M
13,315 Feb 2009 - Jan 2010 + Buyers	\$6.00 /M
39,376 Total Buyers	\$135.00 /M
26,906 Email Subscribers Counts Thru 01/31/2010	\$250.00 /M

DESCRIPTION

The Alexander Hamilton Institute has been helping executives manage their companies and their careers since 1909. They currently publish newsletters, booklets, and looseleaf manuals targeted to top management, human resource directors, personnel managers, front-line managers, and supervisors at small-to-medium sized firms. Additionally, AHI now offers training with topics such as sexual harassment, retaliation, performance appraisals, diversity, discrimination, hiring and discipline.

Alexander Hamilton Institute's publications deal with all aspects of employment law, and are specifically designed to keep managers and executives from making mistakes that could lead to fines and lawsuits.

All Alexander Hamilton Institute's products are written in a practical and easy-to-read style that all levels of management can understand and apply immediately to solve or prevent workplace problems.

Additional Charges:

Publication @ \$10/M

Product Category:

12,247	Loose Leaf Publications (08)
7,299	Newsletter Subscribers (36)
3,181	Booklet Buyers (40)
23,307	Free Reports (42)
3,348	Seminar/Training Buyers (35 & 39)

Loose Leaf Pub Buyers:

1,135	Complete Personnel Documentation Library (DLCD)
748	Performance Appraisals (D3A)
4,735	Employee Problem Solver (I7)
310	Effective Interviews (J6)
538	FLSA Job Evaluator (JOB)
1,153	Complete Policy Handbook (N3CD)
3,003	Record Keeping (N0)
3,043	Federal & State Employment Law (O2)
143	HR Toolkit (TKIT)
1,545	Payroll Compliance Guide (Y9)

Newsletter Subscribers:

3,159	Manager's Legal Bulletin (MLB)
2,447	Personnel Legal Alert (TPA)
2,457	Payroll Legal Alert (FED)

New Products:

507	Preventing Sexual Harassment - CA Supervisor's Edition (CAII)
574	Hiring Questions (THQ)
79	Preventing Sexual Harassment (TSSH)
780	Workplace Compliance - Training Series (WCTS)

Job Function/Title:

12,701 Human Resource/Persnl (01)
 5,304 Top Management (02)
 1,932 Office Managers(03)
 2,467 General Management(04)
 1,036 Secretary/Admin(05)
 1,234 Payroll(08)
 436 Benefits(09)

Employee Size:

4,243 1 - 9 (01)
 2,543 10 - 19 (07)
 4,831 20 - 49 (08)
 4,671 50 - 100 (02)
 4,833 101 - 250 (03)
 2,228 251 - 500 (04)
 4,409 501+ (05,06)

Unit of Sale:

\$63.00 - \$119.00- Loose Leaf Publication
 Buyers
 \$70.00 - \$140.00- Newsletter Subscribers
 \$6.00 Each/Avg Order \$66.00- Booklet Buyers
 \$699.00- Seminar/Training Buyers

Delivery: 3 - 5 business days

Updated quarterly.

LAST UPDATE: 02/01/2010

NEXT UPDATE: 05/31/2010

SELECTS	
12 Month Hotline	\$6.00 /M
3 Month Hotline	\$16.00 /M
6 Month Hotline	\$11.00 /M
Category	\$10.00 /M
Company Size	\$10.00 /M
Gender/Sex	\$10.00 /M
Job Function/Title	\$10.00 /M
Multi Buyers	\$25.00 /M
Number of Employees	\$10.00 /M
One Name per Location	\$25.00 /M
Paid	\$10.00 /M
Phone Number	\$100.00 /M
Product	\$10.00 /M
SCF	\$10.00 /M
State	\$10.00 /M
Zip	\$10.00 /M

UNIT OF SALE INFORMATION	
\$66.00 - \$699.00	
SEE TEXT	
High:	\$699.00
Average:	\$0.00
Low:	\$66.00

GENDER PROFILE	
26% MALE	
55% FEMALE	
Male:	26%
Female:	55%

AVERAGE INCOME	
Value:	not available

MINIMUM ORDER	
Quantity:	5,000
Value:	\$0.00

REUSE	
Info not available	

TELEMARKETING	
Info not available	

CANCELLATION	
Charges:	

KEY CODING	
Info not available	

ADDRESSING	
Business Address	\$10.00 /M
Diskette (flat fee)	\$25.00 /L
Email Delivery (flat fee)	\$50.00 /L
Home Address	\$10.00 /M
Keying	\$2.00 /M
Mag Tape (flat fee)	\$30.00 /L
Run Charges	\$10.00 /M
Title Slug	\$5.00 /M

SPECIAL INSTRUCTIONS	