

Business & Legal Reports Human Resources File



Business & Legal Reports (BLR) has been helping employers avoid legal problems for 25 years. Human Resources, Compensation, Environmental, and Safety managers know that they can count on our compliance and

training products to keep them out of trouble.

MEDIA TYPE	Business
SOURCE	Buyers
GEOGRAPHY	Domestic (US)

SEGMENTS		Data card currency: US Dollar
765,495	Total Universe / Base Rate	\$130.00 /M
287,524	Active Subscribers/Buyers/Inquirers	\$130.00 /M
12,231	6 Month Hotline	+ \$15.00 /M
	Expires	\$65.00 /M
	Consumer Catalog/Publisher Rate	\$95.00 /M
	Special Fundraiser Rate	\$75.00 /M

MAINTENANCE	
Market Entry	
New to Manager	06/01/2004
Counts through	04/30/2010

DATA CARD MAINTENANCE	
New to NextMark System	05/14/2004
Last data card update	06/04/2010
Next data card update	08/31/2010
Data card update frequency	QUARTERLY

DESCRIPTION
 This file consists of top professionals in the HR field who subscribe, buy or inquire about HR management products including: BLR's online Compliance or Compensation/Benefit web sites; HR management handbooks such as *What to do about Personnel Problems*, *Employee Compensation*, *How to Comply with Americans with Disabilities Act*, and *Sexual Harassment*. These professionals use these publications to stay on top of an ever increasing maze of federal and state employment and business laws. Many have also purchased training materials in print, CD-ROM, and video and subscribe to a weekly e-mail newsletter that includes the latest HR news, tools, and feature articles.

This list is ideal for a variety of business and consumer offers, including training aids, seminars, office equipment and supplies as well as business and general interest publications.

**** Please note that a Sample Mailpiece is required on all orders ****

**** Reuse Orders: Base rate only: all select charges waived ****

SELECTS	
12 MONTH HOTLINE	\$10.00 /M
3 MONTH HOTLINE	\$20.00 /M
BUSINESS ADDRESS	\$10.00 /M
COMPANY SIZE	\$10.00 /M
GENDER/SEX	\$10.00 /M
MULTI-BUYERS	\$10.00 /M
ONE PER COMPANY	\$10.00 /M
PAID	\$20.00 /M
PHONE NUMBER	\$80.00 /M
SCF	\$10.00 /M
SIC CODE	\$10.00 /M
STATE	\$10.00 /M
TITLE SLUG	\$10.00 /M
ZIP	\$10.00 /M
ZIP + 4	\$10.00 /M

UNIT OF SALE INFORMATION	
High:	\$495.00
Average:	\$0.00
Low:	\$0.00

GENDER PROFILE	
Male:	%
Female:	%

AVERAGE INCOME	
Value:	not available

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

REUSE	
Please inquire	

TELEMARKETING	
Please inquire	

CANCELLATION	
Charges:	\$50.00 /F

KEY CODING	
Key Coding is available	
Charges:	\$5.00 /M

ADDRESSING	
CARTRIDGE	\$25.00 /F
DISKETTE	\$25.00 /F
EMAIL	\$40.00 /F
EMAIL RUN CHARGE	\$1.00 /M
MAG TAPE	\$25.00 /F
P/S LABELS	\$10.00 /M

SPECIAL INSTRUCTIONS
 All cancelled orders before the maildate will incur a \$50/F Cancellation charge plus applicable running, media, and shipping charges. No cancellations will be accepted after the maildate.