

HR INNOVATOR

Leading Professionals in the HR Industry HR Innovator list consists of human resource professionals in the private sector as well as in government offices. These educated individuals rely on HR Innovator to keep them informed on proven methods, practical tips and useful facts on new ways to manage America's labor force. They are also responsible for the employment, labor relations, public policy, diversity, training and professional development of their workforce. Individuals on the HR Innovator list help improve the efficiency, productivity and morale of their employees by providing them with training opportunities that will increase their knowledge and skills as well as job satisfaction. These professionals exert significant purchasing influences within their companies. They purchase products and services related to employee recruitment and retention, benefit administration, health and safety, liability and much more. These professionals are always interested in products and services that keep them up-to-date on the latest issues regarding employee rights, legal issues, human relations, and more. They are concerned with insurance, training materials and forums, publications, employment-related forms, safety-related items, and compliance materials. Those included in the HR Innovator list also find time to attend conferences and seminars where speakers present innovative ideas for enhancing the workplace environment.

MEDIA TYPE

Business

SOURCE

DIRECT MAIL

GEOGRAPHY

Domestic (US)

MAINTENANCE

Market Entry	06/01/2004
New to Manager	
Counts through	09/20/2010

DATA CARD MAINTENANCE

New to NextMark System	11/07/2006
Last data card update	09/22/2010
Next data card update	12/31/2010
Data card update frequency	

SEGMENTS Data card currency: **US Dollar**

48,069	Total Universe / Base Rate	\$145.00 /M
48,069	Subscribers	\$145.00 /M

Counts Thru 09/20/2010

DESCRIPTION

Leading Professionals in the HR Industry

HR Innovator list consists of human resource professionals in the private sector as well as in government offices. These educated individuals rely on HR Innovator to keep them informed on proven methods, practical tips and useful facts on new ways to manage America's labor force. They are also responsible for the employment, labor relations, public policy, diversity, training and professional development of their workforce.

Individuals on the HR Innovator list help improve the efficiency, productivity and morale of their employees by providing them with training opportunities that will increase their knowledge and skills as well as job satisfaction. These professionals exert significant purchasing influences within their companies. They purchase products and services related to employee recruitment and retention, benefit administration, health and safety, liability and much more. These professionals are always interested in products and services that keep them up-to-date on the latest issues regarding employee rights, legal issues, human relations, and more.

They are concerned with insurance, training materials and forums, publications, employment-related forms, safety-related items, and compliance materials. Those included in the HR Innovator list also find time to attend conferences and seminars where speakers present innovative ideas for enhancing the workplace environment.

\$60,000 Average income

Employee Size:

1 -	99
100 -	499
500 -	999
1,000 -	2,499
2,500 -	4,999
5,000 -	9,999
10,000 -	24,999
25,000+	

Job function:

Chief HR officer senior VP HR
 VP human resources
 Director of human resources
 Manager human resources
 CEO/president
 COO/VP/operations management
 CFO/finance management
 CIO/IT/HRIS management

Industry:

Agriculture
 Mining

Construction
 Manufacturing
 Transportation
 Communications
 Utilities
 Wholesale
 Retail
 Finance
 Insurance
 Real estate
 Services
 Clubs & organizations
 Education
 Engineering & research
 Healthcare
 Professional
 Religious

These files are not available for rental use on a Tuesday or a Thursday when promoting Webinars.

Rush: Less than 48 hours

Re-uses must be submitted for clearance prior to mailings.

A \$50/F fee incurred on canceled orders. This fee is in addition to any applicable run charges \$12.50/M, and processing fees. Orders canceled after mail date are due in full. Updated monthly.

LAST UPDATE: 09/21/2010
 NEXT UPDATE: 12/31/2010

SELECTS		AVERAGE INCOME	
Active Subscribers		Value:	not available
Bus/Industry Type	\$15.00 /M	MINIMUM ORDER	
Gender/Sex	\$10.00 /M	5,000	
Hotline	\$15.00 /M	Quantity:	5,000
Job Function/Title	\$15.00 /M	Value:	\$0.00
Number of Employees		REUSE	
One Name per Location	\$10.00 /M	Reuse is not allowed	
Recency	\$15.00 /M	TELEMARKETING	
Sales Volume	\$15.00 /M	Telemarketing is not allowed	
SCF	\$10.00 /M	CANCELLATION	
SIC/NAICS Code	\$15.00 /M	Charges:	
State	\$10.00 /M	KEY CODING	
Zip	\$10.00 /M	Key Coding is available	
UNIT OF SALE INFORMATION		Charges: \$3.00 /M	
Unit of sale information is not available		ADDRESSING	
GENDER PROFILE		Email Delivery (flat fee) \$75.00 /L	
68% MALE		Keying	\$3.00 /M
26% FEMALE		Modem/FTP/BBS (flat fee)	\$75.00 /L
Male:	68%	Reuse	
Female:	26%	Rush Fee (flat fee)	\$200.00 /L
		Shipping/Handling (flat)	\$75.00 /M
		Zip Tape (flat fee)	\$50.00 /L
		SPECIAL INSTRUCTIONS	