

HRdirect Buyers



For more than 30 years, HR Direct has developed human resource products for the small to mid-size company. HR Direct has a variety of products which meet every company's need from personnel forms to attendance records; motivational posters to human resource software and employee recognition products to greeting cards. Buyers range from HR managers to SOHO business owners.

MEDIA TYPE

Business



SOURCE

Direct mail sold

GEOGRAPHY

Domestic (US)

MAINTENANCE

Market Entry
New to Manager 07/01/2009
Counts through 06/30/2010

DATA CARD MAINTENANCE

New to NextMark System 06/18/2009
Last data card update 08/03/2010
Next data card update 09/01/2010
Data card update frequency MONTHLY

SEGMENTS

Data card currency: US Dollar

101,189	Total Universe / Base Rate	\$120.00 /M
3,507	1 Month Hotline Buyers	\$135.00 /M
8,376	3 Month Hotline Buyers	\$130.00 /M
16,214	6 Month Hotline Buyers	\$125.00 /M
35,425	12 Month Hotline Buyers	\$120.00 /M
	Telemarketing	\$200.00 /M
	NonProfit/Fundraiser Rate	\$75.00 /M
	Consumer Catalog Rate	\$100.00 /M

DESCRIPTION

For more than 30 years, HRdirect® has developed and marketed personnel products for businesses throughout the United States. Today, HRdirect® provides hundreds of human resource products helping HR professionals (and others who manage HR tasks such as office managers) manage human resource functions, stay in compliance with state and federal labor laws, and motivate employees.

HRDirect has developed these human resource products for the small to mid-size company. HR Direct offers a variety of products which meet every company's need, including personnel forms and folders, attendance tracking solutions, labor law compliance, and greeting cards. Buyers range from HR managers to office managers and small business owners.

Products include: Attendance Tracking, Employee Recordkeeping, Compliance/Compliance Training, Labor Law Posting Compliance, Payroll, Business Greeting Cards, HR Software, Safety, Motivation and Holiday Cards.

Selections include: Employee Size, Sales Volume, SIC Code / Industry, Job Title, Recency, Product, Gender, Telephone Numbers and Multi Buyers.

RECOMMENDED USAGE: Front and back office supplies, seminars and associations, business and consumer publications, business and leisure apparel, business and consumer catalogs, credit cards, executive gift offers, health and fitness products, insurance, book, music and video offers, fundraising, travel, food and epicurean offers, and more.

SELECTS

Gender	\$10.00 /M
Geo/Geographical	\$10.00 /M
Job Title	\$15.00 /M
Number of Employees	\$15.00 /M
Product Purchased	\$10.00 /M
Sales Volume	\$15.00 /M
SIC/NAICS Code	\$15.00 /M

UNIT OF SALE INFORMATION

High:	\$0.00
Average:	\$100.00
Low:	\$0.00

GENDER PROFILE

Male:	21%
Female:	57%

AVERAGE INCOME

Value: not available

MINIMUM ORDER

Quantity: 5,000
Value: \$0.00

REUSE

Reuse is allowed
Min Qty: 0
Charges:

TELEMARKETING

Telemarketing is allowed
Charges: \$75.00 /M

CANCELLATION

Charges: \$100.00 /F

KEY CODING

Key Coding is available
Charges: \$5.00 /M

ADDRESSING

BUSINESS ADDRESS	\$10.00 /M
EMAIL	\$75.00 /F
KEYING	\$5.00 /M
RUSH FEE	\$100.00 /F

SPECIAL INSTRUCTIONS