

HUMANCAPITALMEDIA.COM

The Most Complete Web Resource for Executives in Human Capital Management The HumanCapitalMedia.com file contains the most knowledgeable executives in industries such as human capital management, workforce learning and development, and diversity and inclusion. They are forward-thinking leaders, guiding their companies toward success in ever-changing industries and markets. These decision-makers attend and teach corporate education seminars, train employees, watch webinars, read publications and more to ultimately build dependable relationships among employees and staff. These men and women use HumanCapitalMedia.com as a resource in order to best utilize their employee capital. They post job opportunities, read resumes, and stay updated on the corporate climate of their industry. They participate in relevant social networks, read articles on valuable information, write whitepapers and blog about news in their industry. Powered by MediaTec Publishing, HumanCapitalMedia.com, is the most complete web resource for these human-capital professionals. It offers articles and resources that focus on career issues, training and continuing- education, industry trends, upcoming events, news, updates, case studies and tips for success. MediaTec Publishing Inc. publishes leading magazines such as Certification Magazine, Chief Learning Officer magazine, Talent Management magazine, TrainingPrism.com and Diversity Executive magazine.

MEDIA TYPE

Business

SOURCE

DIRECT MAIL

GEOGRAPHY

Domestic (US)

MAINTENANCE

| | |
|----------------|------------|
| Market Entry | 03/04/2009 |
| New to Manager | |
| Counts through | 09/20/2010 |

DATA CARD MAINTENANCE

| | |
|----------------------------|------------|
| New to NextMark System | 02/27/2009 |
| Last data card update | 09/22/2010 |
| Next data card update | 12/31/2010 |
| Data card update frequency | |

SEGMENTS Data card currency: US Dollar

| | | |
|---------|----------------------------|-------------|
| 104,093 | Total Universe / Base Rate | \$170.00 /M |
| 104,093 | Total Executives | \$170.00 /M |
| | Counts Thru 09/20/2010 | |

DESCRIPTION

The Most Complete Web Resource for Executives in Human Capital Management

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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 charge 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

| | |
|-----------------------|------------|
| Hotline | \$15.00 /M |
| Job Function/Title | \$15.00 /M |
| Number of Employees | \$15.00 /M |
| One Name per Location | \$10.00 /M |
| Recency | \$15.00 /M |
| SCF | \$10.00 /M |
| State | \$10.00 /M |
| Zip | \$10.00 /M |

AVERAGE INCOME

| | |
|--------|---------------|
| Value: | not available |
|--------|---------------|

MINIMUM ORDER

| | |
|-----------|--------|
| Quantity: | 5,000 |
| Value: | \$0.00 |

REUSE

UNIT OF SALE INFORMATION
Unit of sale information is not available

GENDER PROFILE

Male: %
Female: %

Reuse is not allowed

TELEMARKETING

Telemarketing is not allowed

CANCELLATION

Charges:

KEY CODING

Key Coding is available

Charges: \$3.00 /M

ADDRESSING

Business Address \$5.00 /M
Email Delivery (flat fee) \$75.00 /L
Home Address \$5.00 /M
Keying \$3.00 /M
Modem/FTP/BBS (flat fee) \$75.00 /L
Reuse
Rush Fee (flat fee) \$200.00 /L
Shipping/Handling (flat) \$75.00 /M
Zip Tape (flat fee) \$50.00 /L

SPECIAL INSTRUCTIONS