

IOMA HR Professionals

IOMA's HR Professionals includes managers and directors of companies with 100 or more employees. These professionals have purchased a newsletter subscription, guide and/or audio conferences

SEGMENTS	Data card currency: US Dollar
55,007 Total Universe / Base Rate	\$160.00 /M
46,205 Telemarketing	+ \$75.00 /M
24,800 Email (includes transmission & selects)	\$400.00 /M

MEDIA TYPE

Business



SOURCE

Direct mail sold

GEOGRAPHY

Domestic (US)

MAINTENANCE

Market Entry
New to Manager
Counts through 06/15/2010

DATA CARD MAINTENANCE

New to NextMark System 01/17/2003
Last data card update 07/08/2010
Next data card update 10/01/2010
Data card update frequency QUARTERLY

DESCRIPTION

IOMA's HR Executives subscribers rely on IOMA to provide the latest need to know information to assist them in making better decisions, implementing new programs, and staying on top of the latest trends and issues, including compensation, recruitment, training, relocation, benefits administration, and HRIS design and applications.

Average purchase price - \$379

Excellent for all HR offers including training materials, seminars, continuing education, software and hardware, books, associations, office supplies and more.

This list can be combined with IOMA's other HR lists; Compensation Professionals; Benefits Professionals; Payroll Professionals and 401(k) Plan Professionals.

SELECTS

GEO SELECT	\$10.00 /M
HTML set-up	\$75.00 /F
Job Function	\$25.00 /M
Job Title	\$15.00 /M
MAX PER COMPANY/SITES	\$5.00 /M
NUMBER OF EMPLOYEES	\$15.00 /M
PHONE NUMBER	\$75.00 /M
SIC CODE	\$15.00 /M

UNIT OF SALE INFORMATION

High:	\$0.00
Average:	\$375.00
Low:	\$0.00

GENDER PROFILE

Male:	%
Female:	%

AVERAGE INCOME

Value: not available

MINIMUM ORDER

Quantity: 5,000
Value: \$0.00

REUSE

Reuse is allowed
Min Qty: 3,500
Charges:

TELEMARKETING

Telemarketing is allowed
Charges:

CANCELLATION

Charges: \$50.00 /F

KEY CODING

Key Coding is available
Charges: \$2.00 /M

ADDRESSING

BUSINESS ADDRESS	NO CHARGE
CARTRIDGE	\$25.00 /F
CD ROM	\$25.00 /F
CHESHIRE LABELS	NO CHARGE
DISKETTE	\$25.00 /F
EMAIL	\$50.00 /F
FTP	\$75.00 /F
HTML	\$75.00 /F
KEYING	\$3.00 /M
MAG TAPE	\$25.00 /F
NTH NAME	NO CHARGE
P/S LABELS	\$10.00 /M
ZIP + 4	NO CHARGE

SPECIAL INSTRUCTIONS