

## Labor Law Buyers from G. Neil

G.Neil is the nation's leading provider of human resources products and solutions to help businesses hire, manage and motivate employees. As the #1 provider of HR solutions nationwide, G.Neil offers innovative, legally compliant, easy-to-implement products and services for every aspect of personnel management and organization. G.Neil's broad range of product offerings provide expertise and support for all human resource needs, including: recruiting, hiring, training, recordkeeping, labor law compliance, safety, motivation and much more.

### MEDIA TYPE

Business  

### SOURCE

Direct mail sold

### GEOGRAPHY

Domestic (US)

### MAINTENANCE

Market Entry  
New to Manager **07/01/2009**  
Counts through **04/30/2010**

### DATA CARD MAINTENANCE

New to NextMark System **08/31/2009**  
Last data card update **05/27/2010**  
Next data card update **06/15/2010**  
Data card update frequency **MONTHLY**

### SEGMENTS

Data card currency: **US Dollar**

70,857	Total Universe / Base Rate	\$120.00 /M
2,042	1 Month Hotline Buyers	\$135.00 /M
7,320	3 Month Hotline Buyers	\$130.00 /M
21,694	6 Month Hotline Buyers	\$125.00 /M
32,713	12 Month Buyers	\$120.00 /M
	Small Office/Home Office Buyers (SOHO) +	\$10.00 /M
	Telemarketing	+ \$75.00 /M
	NonProfit/Fundraiser Rate	\$75.00 /M
	Consumer Catalog Rate	\$100.00 /M
	Non-Reciprocal Rate	+ \$50.00 /M

### DESCRIPTION

G.Neil is the nation's #1 provider of human resources products and solutions, helping businesses hire, manage and motivate employees. Whether small business owners, office managers at mid-sized companies, or Fortune 500 executives, the G. Neil Masterfile consists of professionals handling all aspects of personnel management.

Innovative, legally compliant, easy-to-implement products and services provide expertise and support for all human resource needs, including recruiting, hiring, training, labor law compliance, employment law, workplace wellness, motivation, recognition, performance management, testing, recordkeeping, payroll, compensation, enterprise diversity, OSHA, safety, and more.

Featuring more than 2,500 workplace solutions, G.Neil has all of the human capital products needed for the challenges facing today's workplace. These are available and presented in their various catalogs which include:

- Forms Catalog
- Holiday Card Catalog
- Business Greeting Card Catalog
- Safety Catalog
- Motivation Catalog
- Training Time
- Multi Products Catalog

G. Neil buyers are HR Directors, HR Managers, Personnel Managers/Directors, Chief Learning Officers, Training & Development Professionals, Payroll Managers, Sales & Marketing Managers, Department Heads/Line Managers, Plant/Safety Coordinators, etc. They are loyal and active buyers of Labor Law Posters, Holiday Cards, HR Compliance Tools, Personnel Forms, Greetings Cards, Awards, Giftware, Harassment Prevention Programs, Safety Products, Business Forms, Motivational Wall Art, Employee Tracking Software, and Training Tools.

Direct Media recommends the G. Neil list for front and back office supplies, seminars and associations, business and consumer publications, business and leisure apparel, business and consumer catalogs, financial/credit cards, executive gift offers, health and fitness products, insurance, newsletters, fundraising, travel, food gift offers, and more.

85% Business Address

Updated monthly.

[www.gneil.com](http://www.gneil.com)

### 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:	\$192.00
Low:	\$0.00

### GENDER PROFILE

Male:	21%
Female:	57%

### AVERAGE INCOME

Value: not available

### MINIMUM ORDER

Quantity: 7,500  
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

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