

**NIBM HUMAN RESOURCE NEWSLETTERS**

Active Subscribers to the "HR Specialist" family of advisory products: TheHRSpecialist.com, The HR Specialist, HR Specialist: Compensation and Benefits, HR Specialist: Employment Law, and state-specific Employment Law newsletters in the top 14 states. HR Specialist subscriptions give HR professionals the HR advice they need to know. The strategies, news, and tips are all written in plain-English to provide quick, actionable solutions to everyday problems. The HR Specialist is a one-stop monthly newsletter that covers employment law, employee relations, hiring and firing, total rewards, HR management and career advancement. Readers are evenly split between one-person HR departments in small companies and directors of larger HR departments. HR Specialist: Employment Law focuses on national advice that helps HR professionals keep their organizations in compliance and out of court. State-specific versions of this newsletter are also published in the largest states and more states are added every quarter. Readers tend to be specialists in larger organizations. HR Specialist: Compensation and Benefits offers in-depth advice for HR professionals focused on improving their compensation and benefits programs to make their organization an employer of choice. TheHRSpecialist.com is a comprehensive subscription Web site that gives HR professionals all HR Specialist content in a searchable format with numerous other tools and features. All state-specific content may be purchased for an additional price. Additional Charges:

**MEDIA TYPE**

Business

**SOURCE**

95% DIRECT MAIL 5% ONLINE

**GEOGRAPHY**

Domestic (US)

**MAINTENANCE**

Market Entry	09/01/1995
New to Manager	
Counts through	06/30/2010

**DATA CARD MAINTENANCE**

New to NextMark System	11/16/2004
Last data card update	08/03/2010
Next data card update	10/31/2010
Data card update frequency	

**SEGMENTS**

Data card currency: US Dollar

10,396	Total Universe / Base Rate	\$150.00 /M
10,396	Active Subscribers	\$150.00 /M
4,241	12 Month Expires	\$115.00 /M
Counts Thru 06/30/2010		

**DESCRIPTION**

Active Subscribers to the "HR Specialist" family of advisory products: TheHRSpecialist.com, The HR Specialist, HR Specialist: Compensation and Benefits, HR Specialist: Employment Law, and state-specific Employment Law newsletters in the top 14 states.

HR Specialist subscriptions give HR professionals the HR advice they need to know. The strategies, news, and tips are all written in plain-English to provide quick, actionable solutions to everyday problems.

The HR Specialist is a one-stop monthly newsletter that covers employment law, employee relations, hiring and firing, total rewards, HR management and career advancement. Readers are evenly split between one-person HR departments in small companies and directors of larger HR departments.

HR Specialist: Employment Law focuses on national advice that helps HR professionals keep their organizations in compliance and out of court. State-specific versions of this newsletter are also published in the largest states and more states are added every quarter. Readers tend to be specialists in larger organizations.

HR Specialist: Compensation and Benefits offers in-depth advice for HR professionals focused on improving their compensation and benefits programs to make their organization an employer of choice.

TheHRSpecialist.com is a comprehensive subscription Web site that gives HR professionals all HR Specialist content in a searchable format with numerous other tools and features. All state-specific content may be purchased for an additional price.

Additional Charges:  
Title Slug @ \$50/F

87% Business address

Net Name Policy: Gross billing only

Delivery: 3 - 5 business days

Updated quarterly.

LAST UPDATE: 07/01/2010  
NEXT UPDATE: 10/31/2010

**SELECTS**

12 Month Hotline  
Active Subscribers

**AVERAGE INCOME**

Value: not available

Former/Expired Subs \$10.00 /M  
Gender/Sex \$10.00 /M  
Recency \$21.00 /M  
SCF \$10.00 /M  
State \$10.00 /M  
Zip \$10.00 /M

**UNIT OF SALE INFORMATION**

**\$149.00 - \$199.00/YEAR**  
High: \$199.00  
Average: \$0.00  
Low: \$149.00

**GENDER PROFILE**

22% MALE  
73% FEMALE  
Male: 22%  
Female: 73%

**MINIMUM ORDER**

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

**REUSE**

Info not available

**TELEMARKETING**

Info not available

**CANCELLATION**

Charges:

**KEY CODING**

Key Coding is available  
Charges: \$2.00 /M

**ADDRESSING**

10% Commission  
Business Address \$11.00 /M  
Diskette (flat fee) \$50.00 /L  
Email Delivery (flat fee) \$55.00 /L  
Home Address \$11.00 /M  
Keying \$2.00 /M  
Modem/FTP/BBS (flat fee) \$55.00 /L  
Title Slug

**SPECIAL INSTRUCTIONS**