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Count 98,739 records; 45,755 male, 37,883 female, 15,101 unknown gender; 100% 4/5-line business addresses.

Buyer Profile This multi-sourced list consists of HR (human resources), benefits administration, and corporate training executives at business addresses. They have purchased computer, communications, and Internet products and services, including human resources tools, benefits administration tools, and corporate training tools. They have purchased these products and services via direct response display advertising, direct mail, and Internet e-commerce. HR executives are responsible for recruitment and hiring, employee orientation, the engagement of executive search firms, compliance with employment and labor relations laws, the selection and administration of benefits programs including healthcare and retirement, personnel records, the definition of salary structures, the creation and publishing of company policies, the administration of outplacement services, employee performance reviews, and corporate training programs. Their successful selection of employees, efficient management of HR records, administration of benefits programs, and focused training programs reduces employee turnover and yields productivity gains for their employers. These HR professionals are the oxygen of any successful enterprise, efficient administrators and trainers by day and affluent consumers by night.

List Applications — Human Resources Recruitment advertising including online job services, executive search firms, payroll services, forms, software, and web services including pre-employment testing, interviewing and new employee orientation tools, resume tracking, attendance tracking, performance tracking, outplacement services, human resources training products and services including onsite courses, offsite seminars, human resources newsletters including (EEOC, OSHA, and EPPA), sales training software, books, and audio tapes, distance learning programs, continuing education courses, meeting planners, MBA and other advanced degree programs, office supply catalogs including their online versions, luggage and travel accessories, airline, hotel and rental car offers, and HR-oriented web portals, and payroll services.

List Applications — Benefits Administration and Training Employee benefits programs including healthcare insurance and retirement programs, benefits consulting services, books, tapes, and web services to communicate benefits programs, publications regarding Federal, state, and local labor laws (COBRA and FMLA). Hospitality services, travel services, rental car and limousine services, pre-packaged and custom training programs for executives and sales team members, distance learning programs, printing and duplication services, speaker bureaus, and meeting planners.

List Applications — Technology Human resources and benefits automation software and web services, presentation and content creation software, multimedia digital projectors, conventional overhead projectors, large format HDTV monitors, desktop and mobile computer hardware and software including portable printers and color laser printers, network server hardware and software, CD-ROM duplication equipment, broadband Internet (T-3 and T-1 connections, DSL, wireless, satellite), PDAs (Palm and Microsoft Pocket PC-based), wireless e-mail and messaging (Blackberry devices, two-way pagers), cellular/PCS/radio phones and services, instant messaging, web services including hosting, mirroring, and ASPs (application service providers), office equipment including postage meters, faxes, copiers, office supply catalogs including their online versions, digital cameras, camcorders, and equipment and software for editing and managing digital media.

List Applications — Lifestyle Brokerage firms, mutual funds, online research, online financial data and news, investment newsletters, online banks, insurance including life, health, auto, home and personal umbrella liability policies, financial planning services, financial tax software and services, automobile leasing, mortgages, premium credit cards, affinity cards, smart cards, personal web hosting, distance learning programs, self-help software, books and audio tapes, mail order and online pharmaceuticals, vitamins, and supplements, health club memberships, exercise equipment, vehicles, vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$125/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$8,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Job Function (HR or benefits administration); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 5,000 new records per month.

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