



datacard

TRAINING AND HUMAN RESOURCES BOOK BUYERS FROM WILEY

Counts Through March 2010

Updated April 2010

Overview:

10,816 Buyers \$155/M

Description:

Wiley Training and Human Resources Book buyers are Top administrators, team leaders, managers, and more from every type of business. These lead cheerleaders take their work seriously, and turn to Wiley whenever they need to know what is at the cutting edge of behavior in the work place, what motivates employees, how to offer constructive criticism and more.

Wiley, is a global publisher of high profile print and electronic products, providing thoughtful professionals, executives and the public with useful leading-edge resources, books and periodicals based on research and proven practice. Buyers retain high salaried management level positions and have authority to make company purchase decisions.

Target these Trainers and Administrators for any and all business publications, book offers, seminars, business travel offers, general business supplies, local retail traffic drivers, and offers for physical fitness.

Source

Direct Mail Sold

Selection Charges

SCF \$10.00/M
STATE \$10.00/M
ZIP \$10.00/M
GENDER/SEX \$10.00/M
MAX PER COMPANY/SITES \$15.00/M
KEY CODE \$5.00/M
TOPIC \$15.00/M

Output Media

FTP \$50.00/F
EMAIL \$50.00/F

Update Schedule

Quarterly

Cancellation Charge :

\$100.0/F

Minimums

5000 Quantity

STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date. Cancelled orders are subject to a \$100 fee, \$10/M run charges, plus selects and shipping.

For further information please contact our List Management Department at:

Infocore Inc.
2375 Camino Vida Roble, Suite A
Carlsbad, CA 92011

Phone -- 760.607.2500 ext. 21 Fax -- 760.607.2505 Email -- selson@infocore.com

Web -- <http://www.infocore.com>