



datacard

## Goal/QPC Training & Quality Executives

### Counts Through June 2010

#### Overview:

24,944	Masterfile	\$125/M
16,453	24M hotline	\$125
7,233	12M hotline	\$125 + \$5/M
5,035	6M hotline	\$125 + 15/M
2,148	3M hotline	\$125 + 20/M

#### Description:

GOAL/QPC is a non-profit, research, publishing and educational organization founded in 1979. Their products help hourly employees, supervisors, and non-specialist managers to improve their company's procedures, systems, quality, and cost on a daily basis. They are best known for the Memory Jogger(TM) Series of pocket guides. The Memory Jogger(TM) was designed to Over 7 million individuals worldwide and 90 of the Fortune 100 companies in the United States use it, making GOAL/QPC a leading business publisher and producer of training and educational programs.

The Masterfile includes all buyers, seminar attendees and members. Products and services available from GOAL/QPC include their annual conferences, Journal of Innovative Management, public courses, on-site training, consulting, licensed training programs, software, videos, books, The Memory Jogger(TM) series of pocket-guides, and job aids.

GOAL/QPC's research and publication efforts cover pertinent business issues such as Hoshin Planning, teamwork and coaching skills, effective teams, project & process management, strategic planning, total quality, new product development, ISO 9000 certification, innovation and creativity, continuous improvement, and employee wellness.

### Updated July 2010

#### Source

100% Direct Mail Generated

#### Gender Profile

51.0 % Male  
36.0 % Female

#### Selection Charges

SCF	\$5.00/M
STATE	\$5.00/M
ZIP	\$5.00/M
FAX NUMBERS	\$50.00/M
PHONE NUMBER	\$50.00/M
3 MONTH HOTLINE	\$15.00/M
6 MONTH HOTLINE	\$10.00/M
12 MONTH HOTLINE	\$5.00/M
GENDER/SEX	\$5.00/M
Business or Home Address	\$5.00/M
Max Per Company	\$15.00/M

#### Output Media

CARTRIDGE	\$50.00/F
DISKETTE	\$50.00/F
EMAIL	\$50.00/F
FTP	\$50.00/F
MAG TAPE	\$50.00/F

#### Update Schedule

Quarterly

#### Average Unit of Sale :

**\$150**

#### Cancellation Charge :

\$100.0/F

#### Minimums

5,000                      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**

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