

ALC's Executive Masterfile puts you on a first name basis with Human Resources and Personnel Executives.

Key Segments

104,997	Universe / Base Rate	\$76.00 /M
64,417	Personnel Directors	\$76.00 /M
41,052	Human Resources Executives	\$76.00 /M
571	Benefits/Compensation	\$76.00 /M
417	Training	\$76.00 /M

Audience Profile

Reach top Personnel Directors and Human Resource Executives in business and industry. These executives are engaged in all training, hiring, collective bargaining and human resource management. Phone numbers are available on nearly every record. Select by size of company, title, and SIC.

Using the Executive Masterfile's Personnel Executives Database, you can target decision-makers with the resources they need to help their companies train and manage people better.

Here are just a few ways to tap into the executive's needs:

- Seminars can target key decision-makers for business seminars of many kinds: employee relations, management skills, computer training and much more.
- Business Educational Products can target executives looking for in-house training solutions.
- Safety Products Marketers can target executives who are responsible for corporate safety.
- Business Insurance Marketers can direct their message to the executive who choose benefits packages.

ADDITIONAL SELECTIONS**Sales Volume:**

\$1B+	1,049
\$200-999MM	1,260
\$50-199MM	2,418
\$20-49MM	3,467
Under \$20MM	51,905

:Employee Size

500+	3,893
100-499	16,585
25-99	35,890
10-24	19,633
Under 10	13,393

:Other Selects

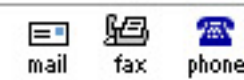
Executives at companies on the stock exchange	1,085
Executives located @ HQ	29,862
Executives located at Subsidiary, Branches, Plants, etc	17,268

Terms and Conditions

Payment due 30 days from mail date. Order cancellations within 10 days of mail date must be paid in full. Orders cancelled prior to 10 days before mail date include the following fees: \$150/F plus \$10/M, media and shipping charges. 20% commission on base rate to authorized brokers. Please allow 3-5 business days to process an order. Any order received at ALC is subject to a \$150/F cancellation fee. State and local sales tax will apply where applicable.

Contacts

NAME	ROLE	EMAIL	PHONE	FAX
Maryann Posten	Sales Pro	maryann.posten@alc.com	(609) 580-2978	(609) 580-2866
Shawn Danitz	Count Requests	shawn.danitz@alc.com	(609) 580-2758	(609) 580-2866

LIST TYPE**Business****SOURCE**

Directories

GEOGRAPHY

Domestic (US)

LIST OWNER

ALC

LIST MAINTENANCE

Counts through	09/28/2009
Last update	10/14/2009
Update frequency	QUARTERLY

UNIT OF SALE INFORMATION**GENDER PROFILE**

Male:	%
Female:	%

SELECTION CHARGES

FAX NUMBERS	\$40.00 /M
GENDER/SEX	\$10.00 /M
HQ/BRANCH	\$10.00 /M
IMPORT/EXPORT	\$10.00 /M
JOB FUNCTION SELECT	\$10.00 /M
NUMBER OF EMPLOYEES	\$10.00 /M
PHONE NUMBER	\$15.00 /M
SALES VOLUME	\$10.00 /M
SCF	\$8.00 /M
SIC CODE	No charge
SIC OVER 25	\$10.00 /M
STATE	\$8.00 /M
STOCK EXCHANGE	\$10.00 /M
TITLE ADDRESS	\$3.50 /M
URL'S	\$50.00 /M
WEBSITE Y/N	\$25.00 /M
ZIP	\$8.00 /M

ADDRESSING

CD ROM	\$50.00 /F
CHESHIRE LABELS	No charge
DISKETTE	\$35.00 /F
EMAIL	\$35.00 /F
P/S LABELS	\$10.00 /M

KEY CODING**Key Coding is available**Charges: **\$3.00 /M****MINIMUM ORDER**

Quantity:	5,000
Dollar:	\$0.00

REUSE**Please inquire****TELEMARKETING****Telemarketing is allowed****CANCELLATION**Charges: **\$150.00 /F****COMMISSIONS**Broker: **20%****NET NAME ARRANGEMENTS****Net Name is allowed.**

Net:	85%
Min Qty:	50,000
Run Charges:	\$10.00 /M

EXCHANGES**Exchange is not allowed.**