



67,896 BUYERS & INQUIRERS \$125.00/M
937 CANADIAN BUYERS & INQUIRERS \$200.00/F

Training & human resource executives, managers, organization development professionals, IT & MIS managers come to GeoLearning to improve both individual & organizational performance. They choose from a wide selection of cutting-edge training products including e-learning/Internet delivery systems, online courseware, CBT & multimedia CD-ROMs. CBT, multimedia developers & instructional designers also use GeoLearning for its custom development capabilities. This list contains proven decision makers in both large & mid-size companies who purchase the latest in training & performance improvement technology.

GeoLearning, Inc. is one of the fastest growing Web-based training companies in the U.S. It develops & markets enterprise e-learning systems, electronic performance support systems, self-paced Internet learning courses, CBT courseware, CD-ROMs, training games & activities, assessment tools & instruments, videos & books.

GeoLearning's product line includes the following categories: attitude, business & professional skills, change, clinical healthcare & continuing education, communication, computer skills (desktop, technical, web development & professional certifications), customer service, diversity, finance, human resource management, leadership, management skills, motivation, negotiation, presentation skills, quality, safety & OSHA compliance, sales, sexual harassment, supervision, training, teamwork, workplace violence & more.

GeoLearning recently launched:

- 1) the *GeoLearning Center*, a Web-based enterprise-wide learning management system (LMS) & virtual university for the management of online synchronous training.
- 2) *GeoExpress*, a streamlined version of their LMS for mid-size companies.
- 3) *GeoConnect*, a webcasting software tool for the delivery of live training, meeting and collaboration over the Internet.

FILE OFFERS BEST RESULTS FOR:

Computer, HR & training magazine publishers; training/HR product & service providers; seminars, conferences, trade shows & technical events; technical & computer certification training; business forms, office equipment & supplies; awards & incentive products; PC users; computer software & hardware; universities & colleges; book publishers; safety/OSHA awareness; display products, direct mail & advertising.

PAYMENT TERMS: Payment for all first time mailers is due with the order. All other payments are due 30 days after the initial mail date. No additional orders will be processed if a mailer owes an invoice more than 45 days from the mail date.

NOTE: List owners reserve the right to rent mailers names on a reciprocal basis. ListMart, Inc. believes the information on these lists to be accurate, but cannot guarantee their accuracy or the outcome of any mailings.



SELECTIONS

KEY CODING	\$3.00/M
STATE	\$7.50/M
SCF	\$7.50/M
GENDER	\$7.50/M
FUNCT/TITLE	\$7.50/M
MAX. PER CO.	\$7.50/M

UNIT OF SALE

\$700 AVERAGE

SOURCE

100% DIRECT RESPONSE

GENDER

43% MALE
45% FEMALE

ADDRESS TYPE

99% BUSINESS ADDRESS

MATERIALS

4-UP CHESHIRE	N/C
PS LABELS	\$6.00/M
CARTRIDGE	\$30 FLAT
DISKETTE	\$75 FLAT
E-MAIL	\$75 FLAT

MINIMUM ORDER

5,000 NAMES

LAST UPDATE

MAR 2005



LISTMART, INC.
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 Parkville, Missouri 64152

List Manager
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 Fax: 816-505-2122
 listmgmt@listmart.com



"The e-learning systems company."

LIST USAGE:

- Abbot Company
- Advanstar Communications
- American Marketing Association
- American Management Association
- ASTD
- Baudville
- Briefings Publishing Group
- Bureau of Business Practice
- Blumberg Excelsior
- Careertrack, Inc.
- Center For Effective Performance
- E-Help Corporation
- Elearning
- Elearning Guild
- Element K Journals
- Fusion
- G. Neil
- Harvard Business Review
- HREvents
- HRD Press
- ISPI
- Jossey-Bass, Inc.
- Lorman
- Lumacore
- Injoy/Maximum Response Group
- Masune First Aid and Safety
- McGraw-Hill
- Medco Supply Co.
- New York University
- Office Depot
- Parlay Int'l
- Pritchett & Associates
- Progressive Business Publications
- Ragan Communications
- Rockler
- Seton Name Plate
- SHRM
- SkillPath Seminars
- Summit Training
- Staples Direct
- Topdeq
- Trainer's Warehouse
- Verbal Advantage
- VNU Expositions
- Walk the Talk
- Yahoo

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