

TALICO

TRAINING PRODUCT BUYERS

18,687 Buyers/Inquirers

\$130.00/M

Reach Training and HRD executives across the United States who are committed to the success of their companies and their employees as well as themselves. These management professionals have demonstrated purchasing power.

Talico, Inc. provides high quality management training products for supervisors in all areas of business and industry. The innovative product line includes the following categories: attitude, opinion & climate surveys, supervisory skills tests, games, simulation exercises, role plays, survey & test analysis computer software, training/HRD books & videos.

FILE OFFERS BEST RESULTS FOR:

Training Materials
HR Publications/Software
Seminar/Conference Offers
Computer Products/Software
Audio/Video Offers
Business Books/Catalogs/Gifts

Time Management Products
Office Products
Magazine Subscriptions
Newsletters
Motivational Material
Career Enhancement

LIST USAGE:

Cornell University- NYC
Lorman Educations Services
Parlay Int'l.
W A Charnstrom
ASTD
Taymark
Baudville
WA Charnstrom
Lumacore
Injoy
Center for Management Research

Successories
Jossey Bass

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. List Mart, 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

AVERAGE UNIT OF SALE

\$214.00

ADDRESS TYPE

98% BUSINESS

GENDER

54% FEMALE
32% MALE

SOURCE

95% DIRECT MAIL

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

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