

Why Direct-Response Marketing?

Direct-response marketing:

- Is action-oriented
- Is targeted: demographically and geographically
- Provides short-term results
- Is tangible and measurable
- Translates directly into revenue
- Requires a relatively small investment in creative
- Can be used to repeat your best results—over and over again.

How Do Direct-Response Media Compare?

The results are the same: SALES. How you use each medium differs. Take advantage of all three and come out ahead.

Promotion Characteristic	Direct Mail	Email	Internet
Purpose	• Direct Sale	• Direct Sale	• Direct Sale
Audience Response Time	• Within days or weeks of delivery	• Immediately, within hours of delivery	• Anytime, when prospect seeks out the information
Order Form	• In brochure	• Online	• Online
Shelf-Life	• Printed materials saved for future reference • Used for planning	• Decision made and then email is saved or deleted	• Continual promotion, there when the customer wants to buy
Ability to Give Detailed Information for a Purchase Decision	• Yes, in the printed materials	• Yes, through links to online brochure	• Yes, through links to online brochure
Audience Use	• Familiar, easy to use	• Email delivered as requested by user. • Check email daily	• Audience seeks out information online
Ability to Track Results, Evaluate and Model the Future	• Yes, through number delivered and number of orders	• Yes, through number delivered, click-throughs and online orders	• Yes, through page views, click-throughs and online orders
Lead Time to Develop Promotion	• Months • Needs pre-planning	• Weeks • Can wait until almost the last minute	• Weeks • Can wait until almost the last minute
Special Advantages	• Proven promotional channel • Historical data available for predicting outcomes	• Ideal for last-minute, down-to-the-wire push. • Great testing tool. • Good for pushing early bird deadlines. • Provides a natural link to interactive tools and forms.	• Reaches purchasers not on a list and customers actively seeking information. • Takes advantage of traffic building activities. • Provides a natural link to interactive tools and forms.

POSTAL LIST RENTAL POLICIES

Deposit required for new brokers/mailers. Please allow 5 working days to process your order. Mail date reservations required to protect against competing offers. If mailing is cancelled before mail date, running charges will be applicable. Mailings canceled after mail date will incur full list charges. Lists are rented for one-time use only and shall not be duplicated, reproduced or transferred without written permission from list owner. Sample mailing piece is required.

EMAIL LIST RENTAL POLICIES

Deposit required for new brokers/mailers. Text must be provided at least 5 working days in advance. If broadcast is canceled at least 7 days before the scheduled date, no charges will apply. Cancellations that occur between 7 and 3 days prior to the broadcast date will be invoiced at 50% of the total cost. Any cancellation that occurs within 3 days of the broadcast will incur full charges. Price includes list rental and all delivery and tracking charges.

ADVERTISING POLICIES

Workforce online is live the first calendar day of the month. The final closing date for *Workforce* online is the 25th of the month preceding the live date, based on availability. A written notice of cancellation is due 30-days prior to the scheduled launch date or to discontinue an existing campaign for online products. Cancellations not adhered to within this time period are subject to full cost payment of original insertion order. Cancellations of any portion of a contract nullify all rate protection for the remainder of the schedule. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date for receipt of materials. If by the 25th of the month preceding live date, the publisher has not received copy that, in its sole discretion, it deems acceptable for publication, it may either repeat the advertiser's most recent advertisement that it has published or publish nothing, charging the agency and advertiser for any space reserved by them.

PUBLISHER'S PROTECTIVE CLAUSE

By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in *Workforce* and by their tendering such insertion order, the advertiser or agency shall indemnify and hold Publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney's fees) resulting in any way from the Publisher's compliance with said insertion order (including but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise) and Publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be party all at the cost of the agency or advertiser who shall be deemed joint and several indemnitors and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with the agency. Publisher reserves the right, in its sole discretion, to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue, or of the tendered advertising, and shall not be held liable for any failure to print, publish or circulate all or any portion of any issue or of the tendered advertising because of labor disputes involving the Publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or any circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The Publisher reserves the right to accept or reject or omit any advertising for any reason. No advertising will be accepted which simulates *Workforce* editorial material.

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WORKFORCE
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2003 Direct Marketing Advertising

LIST RENTAL
 RATE CARD

Effective January 1, 2003

Workforce Active Subscriber List

Active subscribers to *Workforce* magazine...

They're buying YOUR products!

Let the *Workforce* Active Subscriber List make your next campaign a winner.

Reach human resource professionals who are making buying decisions about benefits, compensation, workforce management, recruitment, relocation, training and HRMS/HRIS systems. Target these current subscribers who have chosen *Workforce*, the recognized authority in HR management for more than 75 years, as their primary information source! Get in front of HR professionals who are looking for products and services like yours to make their businesses better.

Reach the right people.

Marketing your specific products or services will be more effective when your message is targeted correctly. *Workforce* makes this simple by customizing your selection to the titles and functions you want most. Choose presidents, VPs, directors, managers in compensation, HR management, recruitment and much more!

Selections Available

Job Title:

- President/Owner/Partner
- Vice President
- Director
- Manager
- Administrator/Supervisor
- Analyst/Specialist
- Educator/Trainer
- Treasurer/Controller/Finance
- Consultant Attorney

Job Function:

- HR/Personnel Management
- Labor/Industrial Relations
- Compensation & Benefits
- Employment/Recruitment
- Training & Education
- Health/Safety/Security
- HR Information Services
- Admin/Finance/Operations
- Consulting/Legal

Workforce Active User List

Active users of *Workforce* online...

Internet-savvy HR professionals directly requesting postal alerts!

An Opt-In postal mail list? Yes, it's true!

The only one of its kind in the HR marketplace, the *Workforce* Active User List contains only those online registered users who have opted-in to receive direct mail promotions of products and services from vendors and service providers. Each and every person on the list has chosen to receive promotional postal mail (thus the term opt-in). They're Internet savvy and eager for information on your HR products and services. As an added feature, approximately 50% of this list have also opted-in to our *Workforce* Email List. You can now reach the same users through both email and postal mail. What's more, they have chosen to receive both means of direct response!

Who is on the *Workforce* Active User List?

The *Workforce* Active User List contains current users of *Workforce* online and subscribers of *Workforce* magazine that have opted-in to receive HR product and service information by mail. The *Workforce* Active Users are HR professionals making buying decisions about benefits, recruitment, training, HR information systems, recognition and award programs, relocation, legal services and compensation products.

Target your campaigns.

Marketing your specific products or services will be more effective when your message is targeted correctly. *Workforce* makes this simple by customizing your selection to the titles and functions you want most. Reach Presidents, VPs, Directors and/or Managers in Benefits, Training, Recruitment, Compensation and much more!

Workforce Email List

Looking for Internet-savvy HR Professionals?

WHO is on the *Workforce* Email List?

Workforce online users who have registered at www.workforce.com, the industry's most comprehensive and resourceful Web site. Each and every person on the list has opted to receive promotional email. They're Internet savvy and eager for information on your HR products and services.

WHEN should you take advantage of the *Workforce* Email List?

Take your pick...here are some suggestions:

- ✓ Increase exposure of or launch you new product or service
- ✓ Build your prospect database
- ✓ Offer an invitation to your seminar or conference
- ✓ Drive traffic to your Web site through the use of a hyperlink
- ✓ Supplement your direct mail campaign
- ✓ Promote your time-sensitive premium offer
- ✓ Get ELECTRONIC responses from your survey—quickly
- ✓ Recruit the best and brightest before your competitors do
- ✓ Prompt a call to action for your ad
- ✓ Customize your promotional offer to HR Professionals via THEIR preferred medium

WHAT do you have to do to make this work?

All you have to do is provide *Workforce* with your promotional text. *Workforce* will format, program and broadcast your offer via the Internet for you.

\$140/M

Selections:

Title	\$10/M
Function	\$10/M
Gender	\$10/M
SCF, State or Zip	\$10/M
Hotline/Recency	\$10/M
Previous Order Omit	\$20
Key Coding	\$5/M

Addressing:

4-up Cheshire labels	\$5/M
4-up P/S labels	\$15/M
Email/FTP download	\$50

Minimum Order: 5,000

Update:
Monthly

Unit of Sale:
\$59/\$99 foreign

Commission:
Broker 20%
Ad Agency 15%

Shipping:
UPS Blue (unless specified)

Source:
Direct Response Mail Buyer

\$140/M

Selections:

Title	\$10/M
Function	\$10/M
State	\$10/M
Company Size	\$10/M
Industry	\$10/M

Addressing:

4-up Cheshire labels	\$5/M
4-up P/S labels	\$15/M
Email/FTP download	\$50
Magnetic tape, 9-track	\$35

Minimum Order: 5,000

Update:
Monthly

Commission:
Broker 20%
Ad Agency 15%

Shipping:
UPS Blue (unless specified)

Source:
Online Registered User Database

Concurrent email names available through the *Workforce* Opt-In Email List at \$480/M. Dates sell out 4-6 weeks in advance so book early!

\$480/M

Selections:

Title	\$30/M
Function	\$30/M
State	\$30/M
Company Size	\$30/M
Industry	\$30/M

Options:

URL Tracking	FREE
Personalization	FREE
HTML & Text Delivery	FREE

Minimum Order:
5,000

Update:
Weekly

Commission:
Broker 20%
Ad Agency 15%

Source:
Online Registered User Database

Mail dates sell out 4-6 weeks in advance so book early!

Contact *Workforce* today for current quantities and availability! 714-751-1883