

# Corporate America Selections

Phone 1 800 4 ACCESS  
(312 440-1140)

TALENT MARKET  
JUNE 2001

## BROAD SELECTIONS

#B1C-Both, in-house creative staff & creative service buyers.

Broad Selections #B1C		
Locale	Names	Cost*
BOS	250	\$85
NYC	475	\$160
NYM	850	\$235
PHL	125	\$85
PIT	50	\$85
<b>RGN 1</b>	1925	\$530
ATL	150	\$85
DCM	250	\$85
MIA	50	\$85
<b>RGN 2</b>	1250	\$345
CLE	125	\$85
DET	150	\$85
CHI	550	\$160
MIL	125	\$85
MIN	125	\$85
STL	150	\$85
<b>RGN 3</b>	2225	\$610
DAL	225	\$85
DEN	50	\$85
HOU	100	\$85
<b>RGN 4</b>	625	\$180
LOS	350	\$95
ORA	100	\$85
SEA	100	\$85
SF	175	\$85
<b>RGN 5</b>	1225	\$340

(A-NS28, C/50M) 7275 \$1665

#B2C-Creative service buyers only.

Broad Selections #B2C		
Locale	Names	Cost*
BOS	50	\$85
NYC	100	\$85
NYM	200	\$85
PHL	25	\$85
PIT	25	\$85
<b>RGN 1</b>	450	\$130
ATL	25	\$85
DCM	50	\$85
<b>RGN 2</b>	325	\$95
CLE	25	\$85
DET	25	\$85
CHI	150	\$85
IND	25	\$85
MIL	25	\$85
MIN	25	\$85
STL	25	\$85
<b>RGN 3</b>	600	\$165
DAL	50	\$85
DEN	15	\$85
HOU	25	\$85
<b>RGN 4</b>	150	\$85
LOS	75	\$85
ORA	20	\$85
SEA	25	\$85
SF	25	\$85
<b>RGN 5</b>	300	\$85
NAT'L	1875	\$520

(A-NS28, C/30F)

#B3C-In-house creative staff only.

Broad Selections #B3C		
Locale	Names	Cost*
BOS	200	\$85
NYC	400	\$100
NYM	650	\$160
PHL	100	\$85
PIT	25	\$85
<b>RGN 1</b>	1500	\$375
ATL	100	\$85
DCM	175	\$85
<b>RGN 2</b>	875	\$240
CLE	75	\$85
DET	100	\$85
CHI	400	\$110
IND	50	\$85
MIL	50	\$85
MIN	100	\$85
STL	125	\$85
<b>RGN 3</b>	1650	\$455
DAL	175	\$85
DEN	50	\$85
HOU	50	\$85
<b>RGN 4</b>	475	\$120
LOS	275	\$85
ORA	75	\$85
SEA	75	\$85
SF	125	\$85
<b>RGN 5</b>	925	\$240
NAT'L	5500	\$1155

(A-NS28, C/59M)



## TARGETED SELECTIONS

#T1C-In-house creative staff & creative service buyers at Fortune ranked corporations.

Targeted Selections #T1C		
Locale	Names	Cost*
NYC	50	\$85
NYM	100	\$85
<b>RGN 1</b>	225	\$85
<b>RGN 2</b>	10	\$85
CHI	25	\$85
MIN	25	\$85
<b>RGN 3</b>	250	\$85
<b>RGN 4</b>	75	\$85
LOS	50	\$85
<b>RGN 5</b>	125	\$85
NAT'L	800	\$200

(A-NS28, GRP A, C/50M)

#T2C-Personnel responsible for Annual Report

Targeted Selections #T2C		
Locale	Names	Cost*
<b>RGN 1</b>	325	\$105
<b>RGN 2</b>	225	\$85
<b>RGN 3</b>	375	\$120
<b>RGN 4</b>	125	\$85
<b>RGN 5</b>	200	\$85
NAT'L	1250	\$400

(A-NS28, C/32F)

## SPECIALTY SELECTIONS

#S1C-Travel & Leisure:  
In-house creative staff & buyers in the travel & leisure industry.

Specialty Selections #S1C		
Locale	Names	Cost*
<b>RGN 1</b>	225	\$95
<b>RGN 2</b>	150	\$85
<b>RGN 3</b>	175	\$85
<b>RGN 4</b>	50	\$85
<b>RGN 5</b>	200	\$85
NAT'L	875	\$365

(23/25, 29 & 36, C/50M)

#S2C-Beauty & Fashion:  
In-house creative staff & buyers in the beauty & fashion industry.

Specialty Selections #S2C		
Locale	Names	Cost*
<b>RGN 1</b>	275	\$115
<b>RGN 2</b>	75	\$85
<b>RGN 3</b>	175	\$85
<b>RGN 4</b>	75	\$85
<b>RGN 5</b>	100	\$85
NAT'L	775	\$325

(15/21 & 43, C/50M)

#S3C-Food & Beverage:  
In-house creative staff & buyers in the food & beverage industry.

Specialty Selections #S3C		
Locale	Names	Cost*
<b>RGN 1</b>	75	\$85
<b>RGN 2</b>	50	\$85
<b>RGN 3</b>	175	\$85
<b>RGN 4</b>	25	\$85
<b>RGN 5</b>	100	\$85
NAT'L	475	\$200

(10/14 & 36, C/50M)

#S4C-Auto:  
In-house creative staff & buyers in the automotive industry.

Specialty Selections #S4C		
Locale	Names	Cost*
<b>RGN 1</b>	25	\$85
<b>RGN 2</b>	25	\$85
<b>RGN 3</b>	75	\$85
<b>RGN 4</b>	50	\$85
<b>RGN 5</b>	25	\$85
NAT'L	225	\$105

(31/35, C/50M)

#S5C-Entertainment:  
In-house creative staff & buyers in the entertainment industry.

Specialty Selections #S5C		
Locale	Names	Cost*
<b>RGN 1</b>	175	\$85
<b>RGN 2</b>	100	\$85
<b>RGN 3</b>	100	\$85
<b>RGN 5</b>	150	\$85
NAT'L	575	\$240

(23, C/50M)

\*Cost based on 1x time mailing, labels only.



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