

HART & BENJAMIN

4533 MacArthur Blvd, Suite 266

Newport Beach, CA 92660

775-787-1401 775-787-1403 Fax

hartandbenjamin@sbcglobal.net

www.hartandbenjamin.net

Mailing List

HAB-2023

MIN #48739

SRDS #751589-000

APPLIED BEHAVIOR SCIENCE PRESS Tobacco Education & Prevention, Teen Health & Health Promotion Products

Applied Behavior Science Press is the nation's leading provider of smokeless tobacco education resources. Its editor-in-chief is internationally renowned as the world's expert in smokeless tobacco use, cessation techniques, and prevalence. His programs help health care institutions, schools, public health, and even sports franchises overcome the problems of tobacco use. The current "Smokeless Doesn't Mean Harmless" campaign sponsored by Major League Baseball was created in consultation with ABSP. The publisher's Directory of Education & Prevention Resources is recognized as the standard reference in the industry. Other products of the company include workbooks, cessation guides, videos, CD-Rom training programs, conferences and seminars. ABSP maintains an active direct marketing campaign.

1	ADDICTION TREATMENT & PREVENTION PROFESSIONALS	3,671
2	CANCER PREVENTION	1,118
3	CITY & COUNTY HEALTH NURSE	2,770
4	COMMUNITY HEALTH CENTERS/TOBACCO PROGRAMS	2,044
5	BUSINESS & CORPORATE STOP-SMOKING PROGRAMS	3,951
6	DENTAL TOBACCO EDUCATION PROGRAMS	3,739
8	EMPLOYEE ASSISTANCE PROGRAM DIRECTORS	1,760
9	HEALTH EDUCATION PROGRAMS/SCHOOL DISTRICTS	10,856
10	HEALTH EDUCATION-HOSPITALS & HEALTH CARE	23,380
11	HEALTH PROMOTION PROGRAMS & COORDINATORS	10,422
12	HOLISTIC ADDICTION TREATMENT PROFESSIONALS	3,001
13	HOSPITAL/COMMUNITY TOBACCO PREVENTION	3,914
15	PSYCHOLOGICAL COUNSELORS & THERAPISTS	12,052
16	PUBLIC HEALTH PROFESSIONALS	10,294
17	SCHOOL NURSES	4,918
18	SCHOOL STUDENT-AT-RISK PROGRAMS	5,956
19	SUBSTANCE ABUSE & AIDS EDUCATION-SCHOOLS	5,867
20	SUBSTANCE ABUSE TREATMENT & CENTERS	2,766

Minimum Order 5000 addresses. All records 12 months or less. Updated quarterly. Brokers welcomed.

Base Price:	\$110/M	3-Months:	\$15/M
E-Mail/FTP:	\$50	6-Months:	\$10/M
Key Coding:	\$5/M	Selects (Geo/Gender):	\$5/M