

SNIPS provides the industry's latest news to sheet metal, air conditioning, warm air heating and ventilation contractors, those involved in metal roofing, architectural sheet metal and sheet metal fabrication, wholesalers and others allied to the field.

- ◆ With a direct marketing list from SNIPS, you can reach over 22,000 decision-makers with job functions including:
 - ◆ Air Conditioning and/or Ventilation
 - ◆ Refrigeration
 - ◆ Hydronic Heating (Wet)
 - ◆ Sheet Metal Fabrication
 - ◆ Warm Air Heating and More!

SNIPS is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.



A BNP Media Publication

Size of List: 22,050

Base Price: \$125/M

Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Employee Size	\$10/M
Fields Engaged In	\$10/M
Job Function	\$15/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Type of Work	\$10/M

Multi-Channel Pricing

Mailing/E-Mail: \$490/M
 Mailing/Telemarketing: \$215/M
 Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:
4,614**

**E-List Base Price:
\$425/M**

SEE ALSO:

- Air Conditioning, Heating, & Refrigeration News**
- Architectural Specifier (Former Subscribers)**
- Engineered Systems**
- Industrial Heating**
- Plumbing & Mechanical**
- PM Engineer**
- Process Heating**
- Production Technology**
- Reeves Journal**
- Reed Construction Data – Regional Publication Group**
- Roofing Contractor**
- Supply House Times**

State	ZIP Code	Individuals
ME	039-049	72
NH	030-038	106
VT	050-059	54
MA	010-027	428
RI	028-029	59
CT	060-069	380
New England		5.0% 1,099
NY	100-149	1,053
NJ	070-089	657
PA	150-196	1,160
Middle Atlantic		13.0% 2,870
OH	430-458	1,097
IN	460-479	634
IL	600-629	2,250
MI	480-499	996
WI	530-549	850
East North Central		26.4% 5,827
MN	550-567	424
IA	500-528	367
MO	630-658	562
ND	580-588	77
SD	570-577	78
NE	680-693	232
KS	660-679	273
West North Central		9.1% 2,013
DE	197-199	87
MD	206-219	408
DC	200-205	4
VA	220-246	437
WV	247-268	413
NC	270-289	451
SC	290-299	172
GA	300-319	433
FL	320-349	945
South Atlantic		15.2% 3,350
KY	400-427	255
TN	370-385	372
AL	350-369	273
MS	386-397	114
East South Central		4.6% 1,014
AR	716-729	270
LA	700-714	192
OK	730-749	168
TX	750-799	1,254
West South Central		8.5% 1,884
MT	590-599	153
ID	832-838	127
WY	820-831	71
CO	800-816	436
NM	870-884	164
AZ	850-865	281
UT	840-847	131
NV	889-898	116
Mountain		6.7% 1,479
AK	995-999	64
WA	980-994	349
OR	970-979	225
CA	900-961	1,757
HI	967-968	81
Pacific		11.2% 2,476
United States		99.8% 22,012
U.S. Territories		0.2% 38
Canada		—
Mexico		—
Other International		—
APO/FPO		—
Unknown		—
Total		100.0% 22,050

Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.

<u>Business Type</u>	<u>Sales Volume</u>		
Contractor	19,265	Less than \$1 Million	6,116
Manufacturer	1,812	\$1 Million-\$9 Million	4,258
Manufacturer's Rep/Agent	231	\$10 Million-\$49 Million	983
Wholesaler	1,812	More than \$50 Million	237

<u>Job Function</u>	
Engineering/Technical	987
Management	17,350
Sales	1,485
Service	2,041

<u>Employee Size</u>	
Less than 20	9,548
20-49	2,591
50-99	1,209
100 or More	1,129

<u>Type of Work*</u>	
AC/Ventilating	15,743
Architectural Sheet Metal	4,582
Hydronic Heating (Wet)	8,230
Plumbing	673
Refrigeration	8,528
Roofing	4,291
Sheet Metal Fabrication	14,891
Warm Air Heating	15,131

<u>Fields Engaged In*</u>	
Commercial/Institutional	17,509
Industrial	9,833
Residential	15,072

Source: Publisher's own data
 * Multiple Response