

# DecisionMaker® Canadian Marketplace Database



Target over 124,000 Canadian professionals with the *DecisionMaker® Canadian Marketplace Database*.

- ◆ Locate individuals with job functions in:
  - ◆ Consulting
  - ◆ Operations
  - ◆ Design Engineering
  - ◆ Research & Development
  - ◆ Information Systems
  - ◆ Sales and Marketing
- ◆ This list is ideal for promoting:
  - ◆ Association Memberships
  - ◆ Computer Products & Services
  - ◆ Seminars, Travel Offers, & Subscriptions
  - ◆ Credit Cards
  - ◆ Laboratory Supplies & Equipment
  - ◆ And More!

DM2 DecisionMaker® Databases are more than just a masterfile. They are custom built databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both "deep data" selectivity and larger volumes of names.

The DecisionMaker® Databases are unique to DM2 and updated every other month. Contact a DM2 Account Executive for up-to-the-minute counts.

*Source:* Comprised primarily of controlled circulation subscription files, and also includes business directory & database listings and trade show attendee files.

**Size of List: 124,507**

**Base Price: \$140/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
Province	\$10/M
Postal Code	\$10/M
Acquisition Source	\$10/M
Business Type	\$15/M
Employee Size	\$10/M
Gender Code	\$10/M
Home Address	n/c
Internet Usage	\$20/M
Job Function	\$15/M
Multi-Source	\$10/M
One Per Location	\$10/M
PC Users/CD-ROM Access/	
Internet Access	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Specific Title	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

## Multi-Channel Pricing

**Mailing/Telemarketing: \$240/M**

### GEOGRAPHIC ANALYSIS

State	Individuals	
Alberta		12,873
British Columbia		16,263
Manitoba		3,930
New Brunswick		1,973
New Foundland		950
Northwest Territories		122
Nova Scotia		2,481
Ontario		62,053
Prince Edward Island		346
Quebec		20,767
Saskatchewan		2,625
Yukon		124
<b>Canada</b>	<b>100.0%</b>	<b>124,507</b>
<b>APO/FPO</b>	<b>0.0%</b>	<b>0</b>
<b>Unknown</b>	<b>0.0%</b>	<b>0</b>
<b>Total</b>	<b>100.0%</b>	<b>124,507</b>

### SEE ALSO:

- DecisionMaker® Building/Construction Marketplace Database**
- DecisionMaker® Electronics Marketplace Database**
- DecisionMaker® IT Marketplace Database**
- DecisionMaker® Manufacturing Marketplace Database**
- Direct Marketing Market Place**

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

# DecisionMaker® Canadian Marketplace Database

## Sales Volume ‡

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Less Than \$1 Million  
 \$1 Million-\$9 Million  
 \$10 Million-\$49 Million  
 \$50 Million-\$249 Million  
 \$250 Million-\$1 Billion  
 More than \$1 Billion

## Internet Usage ‡

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My Company Buys Via the Internet  
 My Company Sells Via the Internet  
 I Buy Via the Internet on Behalf of  
 My Company

## Job Function ‡

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Consulting  
 Corporate Management  
 Design Engineering  
 Engineering  
 Finance  
 Information Systems  
 Maintenance  
 Manufacturing & Production  
 Middle Management  
 Operations  
 Owner  
 Plant  
 Purchasing  
 Quality, Quality Assurance, Quality Control  
 Research & Development, Laboratory  
 Sales & Marketing

## Title ‡

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Chairman  
 Chief Executive  
 Director  
 Engineer  
 Manager/Head  
 Nurse  
 Owner  
 President  
 Secretary/Treasurer  
 Vice President

## PC User/CD-ROM Access/ Internet Access ‡

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PC User at Home  
 PC User at Work  
 CD-ROM Access  
 Internet Access

## Employee Size ‡

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Less than 20  
 20-49  
 50-99  
 100-249  
 250-499  
 500-999  
 1,000 or More

## Business Type ‡

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Computers (Including Manufacturing)  
 Construction  
 Consulting  
 Distributors, Brokers  
 Engineering Firms  
 Finance/Insurance/Real Estate  
 Financial Institution  
 Government/Military  
 Hotels, Motels, Resorts  
 Manufacturing  
 Retail Trade  
 Services  
 Travel  
 Utilities/Communications/Transportation  
 Wholesale/Retail/Distributor