

DecisionMaker® Career Women Marketplace Database

- ◆ The *DecisionMaker® Career Women Marketplace Database* can help you reach over 2.6 million career women with titles such as:
 - ◆ Account Executive
 - ◆ Buyer
 - ◆ Chemist
 - ◆ Director
 - ◆ Vice President
 - ◆ Engineer
 - ◆ Analyst
 - ◆ 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: 2,604,517

Base Price: \$140/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Annual Sales Volume	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
Employee Size	\$10/M
Home Address	n/c
Job Function	\$15/M
Multi-Source	\$10/M
One Per Location	\$10/M
PC User/CD-Rom User/ Internet Access	\$10/M
Recency	\$10/M
SIC Code	\$15/M
Specific Title	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

Multi-Channel Pricing

Mailing/Telemarketing: \$240/M

SEE ALSO:

- DecisionMaker® Management Marketplace Database**
- DecisionMaker® Professionals At Home Marketplace Database Executives – Leading Private Companies**
- Executives – Major Corporations & Subsidiaries**
- Nurse Respondent Database From Springhouse Nursing2004**
- Nursing Management**

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

State	ZIP Code	Individuals
ME	039-049	15,529
NH	030-038	14,255
VT	050-059	6,360
MA	010-027	80,357
RI	028-029	18,005
CT	060-069	40,554
New England		6.7% 175,060
NY	100-149	232,722
NJ	070-089	91,310
PA	150-196	137,587
Middle Atlantic		17.7% 461,619
OH	430-458	99,628
IN	460-479	46,297
IL	600-629	118,065
MI	480-499	88,198
WI	530-549	53,911
East North Central		15.6% 406,099
MN	550-567	53,786
IA	500-528	33,104
MO	630-658	46,035
ND	580-588	5,747
SD	570-577	9,052
NE	680-693	15,369
KS	660-679	24,589
West North Central		7.2% 187,682
DE	197-199	7,417
MD	206-219	64,385
DC	200-205	18,982
VA	220-246	65,769
WV	247-268	19,541
NC	270-289	63,978
SC	290-299	34,092
GA	300-319	74,268
FL	320-349	149,068
South Atlantic		19.1% 497,500
KY	400-427	39,138
TN	370-385	60,537
AL	350-369	30,952
MS	386-397	28,624
East South Central		6.1% 159,251
AR	716-729	26,034
LA	700-714	33,410
OK	730-749	31,835
TX	750-799	139,627
West South Central		8.9% 230,906
MT	590-599	7,558
ID	832-838	10,416
WY	820-831	4,087
CO	800-816	42,368
NM	870-884	11,168
AZ	850-865	31,699
UT	840-847	9,582
NV	889-898	14,953
Mountain		5.1% 131,831
AK	995-999	6,630
WA	980-994	36,721
OR	970-979	28,240
CA	900-961	242,442
HI	967-968	6,492
Pacific		12.3% 320,525
United States		98.7% 2,570,473
U.S. Territories		0.1% 3,130
Canada		0.9% 24,058
Mexico		0.0% 135
Other International		0.3% 6,721
APO/FPO		— —
Unknown		— —
Total		100.0% 2,604,517

DecisionMaker® Electronics Marketplace Database

- ◆ Get direct access to more than 630,000 electronics professionals at 287,000+ locations across the U.S. and Canada within the \$700 billion electronics industry with the *DecisionMaker® Electronics Marketplace Database*.
- ◆ There is no better marketing tool for promoting electronic products such as:
 - ◆ Components
 - ◆ Test & Measurement Equipment
 - ◆ ICs/Semiconductors
 - ◆ Computer Hardware/Software
 - ◆ Communication Systems

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

Size of List: 631,382

Base Price: \$145/M

Multi-Channel Pricing

Mailing/Telemarketing: \$240/M

Selections (Additional Cost/M)

Acquisition Source	\$10/M
Business Type	\$15/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Design/Specify For Industry	\$20/M
Employee Size	\$10/M
Home Address	n/c
Internet Usage	\$20/M
Job Function	\$15/M
One Per Location	\$10/M
PC User/CD-ROM Access/ Internet Access	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

SEE ALSO:

- CircuiTree**
- Design News**
- EDN**
- Electronic Business**
- Electronic News (Former Subscribers)**
- Electronic Packaging & Production (Former Subscribers)**
- Fiberoptic Product News**
- Nepcon Shows**
- Semiconductor International**
- Test & Measurement World**
- Wireless Design & Development**

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

State	ZIP Code	Individuals
ME	039-049	1,866
NH	030-038	5,912
VT	050-059	1,410
MA	010-027	28,620
RI	028-029	2,568
CT	060-069	11,544
New England		8.2% 51,920
NY	100-149	34,389
NJ	070-089	20,995
PA	150-196	26,257
Middle Atlantic		12.9% 81,641
OH	430-458	26,740
IN	460-479	13,970
IL	600-629	37,645
MI	480-499	24,449
WI	530-549	15,572
East North Central		18.7% 118,376
MN	550-567	14,802
IA	500-528	4,913
MO	630-658	8,819
ND	580-588	850
SD	570-577	1,108
NE	680-693	2,674
KS	660-679	4,999
West North Central		6.0% 38,165
DE	197-199	1,224
MD	206-219	11,544
DC	200-205	1,491
VA	220-246	13,458
WV	247-268	1,252
NC	270-289	13,337
SC	290-299	5,388
GA	300-319	12,511
FL	320-349	23,173
South Atlantic		13.2% 83,378
KY	400-427	4,840
TN	370-385	8,058
AL	350-369	5,549
MS	386-397	2,311
East South Central		3.3% 20,758
AR	716-729	2,549
LA	700-714	2,854
OK	730-749	4,098
TX	750-799	35,917
West South Central		7.2% 45,418
MT	590-599	794
ID	832-838	2,462
WY	820-831	411
CO	800-816	10,312
NM	870-884	2,730
AZ	850-865	10,775
UT	840-847	4,447
NV	889-898	2,040
Mountain		5.4% 33,971
AK	995-999	353
WA	980-994	10,912
OR	970-979	7,710
CA	900-961	101,821
HI	967-968	675
Pacific		19.2% 121,471
United States		94.3% 595,098
U.S. Territories		0.1% 607
Canada		1.9% 11,963
Mexico		0.0% 180
Other International		3.7% 23,534
APO/FPO		— —
Unknown		— —
Total		100.0% 631,382