

CircuiTree

CircuiTree is a high-tech publication that serves the printed wiring board (PWB) industry, an essential part of the electronics supply chain.

- ◆ Target 12,000 printed circuit board fabricators, their suppliers and OEM customers with a direct marketing list from CircuiTree.
- ◆ These professionals have job functions such as:
 - ◆ Circuit Design
 - ◆ Purchasing
 - ◆ Management
 - ◆ Manufacturing/Production
 - ◆ Process Engineering
 - ◆ And More!

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



A BNP Media Publication

GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	12
NH	030-038	289
VT	050-059	18
MA	010-027	426
RI	028-029	35
CT	060-069	189
New England		8.1% 969
NY	100-149	516
NJ	070-089	195
PA	150-196	266
Middle Atlantic		8.1% 977
OH	430-458	238
IN	460-479	129
IL	600-629	509
MI	480-499	133
WI	530-549	167
East North Central		9.8% 1,176
MN	550-567	467
IA	500-528	32
MO	630-658	104
ND	580-588	9
SD	570-577	16
NE	680-693	9
KS	660-679	36
West North Central		5.6% 673
DE	197-199	22
MD	206-219	125
DC	200-205	4
VA	220-246	112
WV	247-268	6
NC	270-289	143
SC	290-299	67
GA	300-319	118
FL	320-349	272
South Atlantic		7.2% 869
KY	400-427	21
TN	370-385	45
AL	350-369	54
MS	386-397	5
East South Central		1.0% 125
AR	716-729	15
LA	700-714	14
OK	730-749	22
TX	750-799	399
West South Central		3.8% 450
MT	590-599	9
ID	832-838	29
WY	820-831	2
CO	800-816	191
NM	870-884	36
AZ	850-865	277
UT	840-847	86
NV	889-898	26
Mountain		5.5% 656
AK	995-999	0
WA	980-994	119
OR	970-979	169
CA	900-961	1,914
HI	967-968	2
Pacific		18.4% 2,204
United States		67.5% 8,099
U.S. Territories		0.1% 12
Canada		3.8% 451
Mexico		0.4% 48
Other International		28.2% 3,389
APO/FPO		0.0% 1
Unknown		—
Total		100.0% 12,000

Size of List: **12,000**

Base Price: **\$130/M**

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Buying Influence	\$10/M
Canadian Names	\$10/M
Employee Size	\$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

Multi-Channel Pricing

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

Size of E-List:
3,291

E-List Base Price:
\$430/M

SEE ALSO:

- Appliance Manufacturer
- Assembly
- Ceramic Industry
- DecisionMaker® Electronics Marketplace Database
- EDN
- Electronic Business
- Electronic Packaging & Production (Former Subscribers)
- Industrial Safety & Hygiene News
- Lasers & Optonics (Former Subscribers)
- Pollution Engineering
- Test & Measurement World
- World Trade

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

Business Type

Original Equipment Manufacturer	2,160
Printed Circuit Board Manufacturer/ Assembler	7,930
Supplier to Fabricator	1,910

Job Function

Circuit Design	838
Consultant	360
Management	4,218
Manufacturing/Production	1,102
Process Engineering	1,353
Purchasing/Procurement	464
Quality Control/Assurance	734
Research & Development	1,288
Sales/Marketing	1,643

Buying Influence ‡

Influence the Design, Specification,
or Purchase of Fabrication
Equipment, Materials & Services,
& PCBs

Employee Size

Less than 20	1,209
20-49	514
50-99	524
100-249	593
250-499	299
500-999	253
More than 1,000	161

Sales Volume

Less Than \$1 Million	680
\$1 Million-\$9 Million	1,032
\$10 Million-\$49 Million	535
\$50 Million-\$249 Million	280
\$250 Million-\$1 Billion	83
More than \$1 Billion	34

Source: Publisher's own data

‡ Call a DM2 Account Executive for the latest counts.