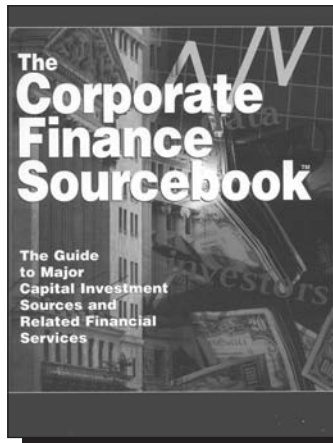


# Executives - Financial Service Firms

GEOGRAPHIC ANALYSIS

Connect with executives from the country's largest financial institutions through a direct marketing list from *The Corporate Finance Sourcebook*. This well-respected resource is the most comprehensive guide to capital investment resources and financial services available to the business community.



- ◆ Reach over 12,000 individuals from over 3,600 companies.
- ◆ These companies offer financial services in businesses such as:
  - ◆ Venture Capital
  - ◆ Commercial Banks
  - ◆ Investment Banks
  - ◆ U.S. Based Foreign Banks
  - ◆ Security Analysts
  - ◆ Pension Managers

*Executives - Financial Service Firms* is updated regularly. Contact a DM2 Account Executive for up-to-the-minute counts.

State	ZIP Code	Individuals
ME	039-049	7
NH	030-038	8
VT	050-059	10
MA	010-027	656
RI	028-029	35
CT	060-069	343
<b>New England</b>		<b>8.2% 1,059</b>
NY	100-149	4,778
NJ	070-089	285
PA	150-196	388
<b>Middle Atlantic</b>		<b>42.3% 5,451</b>
OH	430-458	417
IN	460-479	77
IL	600-629	794
MI	480-499	184
WI	530-549	218
<b>East North Central</b>		<b>13.1% 1,690</b>
MN	550-567	339
IA	500-528	55
MO	630-658	128
ND	580-588	8
SD	570-577	0
NE	680-693	53
KS	660-679	48
<b>West North Central</b>		<b>4.9% 631</b>
DE	197-199	18
MD	206-219	356
DC	200-205	104
VA	220-246	206
WV	247-268	12
NC	270-289	173
SC	290-299	22
GA	300-319	210
FL	320-349	225
<b>South Atlantic</b>		<b>10.3% 1,326</b>
KY	400-427	56
TN	370-385	193
AL	350-369	68
MS	386-397	7
<b>East South Central</b>		<b>2.5% 324</b>
AR	716-729	49
LA	700-714	73
OK	730-749	27
TX	750-799	346
<b>West South Central</b>		<b>3.8% 495</b>
MT	590-599	8
ID	832-838	2
WY	820-831	1
CO	800-816	164
NM	870-884	6
AZ	850-865	46
UT	840-847	29
NV	889-898	11
<b>Mountain</b>		<b>2.1% 267</b>
AK	995-999	0
WA	980-994	138
OR	970-979	88
CA	900-961	1,142
HI	967-968	25
<b>Pacific</b>		<b>10.8% 1,393</b>
<b>United States</b>		<b>98.0% 12,636</b>
<b>U.S. Territories</b>		<b>0.1% 15</b>
<b>Canada</b>		<b>— —</b>
<b>Mexico</b>		<b>— —</b>
<b>Other International</b>		<b>1.9% 243</b>
<b>APO/FPO</b>		<b>— —</b>
<b>Unknown</b>		<b>— —</b>
<b>Total</b>		<b>100.0% 12,894</b>

Size of List: **12,894**

Base Price: **\$85/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
One Per Location	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$30/M

## Multi-Channel Pricing

Mailing/Telemarketing: **\$190/M**

**SEE ALSO:**

- DecisionMaker® Finance Marketplace Database**
- DecisionMaker® Management Marketplace Database**
- Executives – Financial Decision Makers**
- Executives – Leading Private Companies**
- Executives – Major Corporations & Subsidiaries**

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

# Executives - Financial Service Firms

## Business Type

Business Insurance Brokers	158
Business Intermediaries	475
CPA Authority & Audit Firms	576
Cash Managers	160
Commercial Banks	551
Commercial Finance & Factoring	262
Corporate Real Estate Services	465
Foreign Investment Banks in US	154
International Venture Capital	222
Investment Banks	1,788
Leasing Companies	182
Major Private Lenders	391
Master Trusts	63
Merchant Bankers	241
Pension Managers	775
Security Analysts	2,602
U. S. Based Foreign Banks	1,312
Venture Capital	2,084

## Employee Size

Less than 20	4,489
20-49	1,536
50-99	1,110
100-249	1,063
250-499	542
500-999	408
1,000 or More	384

## Sales Volume

Less than \$1 Million	2,330
\$1 Million-\$9 Million	2,429
\$10 Million-\$49 Million	1,383
\$50 Million-\$249 Million	864
\$250 Million-\$1 Billion	452
More than \$1 Billion	1,081