

Fiber optic Product News

GEOGRAPHIC ANALYSIS

Use a *Fiber optic Product News* controlled circulation list to reach the rapidly growing fiber optic marketplace, covering both original equipment manufacturers, service providers and end users.

- ◆ *Fiber optic Product News* effectively covers telecommunications and data communications OEM's and the major communication service providers. In addition, it targets emerging growth areas like:
 - ◆ Utilities
 - ◆ Medical/Health Care
 - ◆ Cable TV
 - ◆ Process Controls
- ◆ Target the largest audience of key potential buyers and specifiers involved in voice, video and data communications. Penetrate the fiber optic marketplace to reach decision-makers with the power to buy your products and services such as:
 - ◆ Design Engineers
 - ◆ Engineering Managers
 - ◆ Technicians
- ◆ AND target other important fiber optic professionals working in:
 - ◆ Operations
 - ◆ Installation
 - ◆ Corporate Management



Fiber optic Product News is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 30,020

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
Business Type	\$15/M
Buying Authority	\$15/M
Canadian Names	\$10/M
Employee Size	\$10/M
Internet Usage	\$20/M
Job Function	\$15/M
One Per Location	\$10/M
Recency	\$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:
20,370**

**E-List Base Price:
\$440/M**

State	ZIP Code	Individuals
ME	039-049	63
NH	030-038	265
VT	050-059	35
MA	010-027	1,092
RI	028-029	95
CT	060-069	461
New England		6.7% 2,011
NY	100-149	1,599
NJ	070-089	1,279
PA	150-196	1,080
Middle Atlantic		13.2% 3,958
OH	430-458	766
IN	460-479	339
IL	600-629	1,209
MI	480-499	529
WI	530-549	357
East North Central		10.7% 3,200
MN	550-567	536
IA	500-528	152
MO	630-658	302
ND	580-588	45
SD	570-577	57
NE	680-693	111
KS	660-679	214
West North Central		4.7% 1,417
DE	197-199	55
MD	206-219	706
DC	200-205	102
VA	220-246	681
WV	247-268	68
NC	270-289	589
SC	290-299	193
GA	300-319	634
FL	320-349	1,163
South Atlantic		14.0% 4,191
KY	400-427	153
TN	370-385	262
AL	350-369	245
MS	386-397	85
East South Central		2.5% 745
AR	716-729	82
LA	700-714	181
OK	730-749	193
TX	750-799	1,774
West South Central		7.4% 2,230
MT	590-599	53
ID	832-838	81
WY	820-831	35
CO	800-816	481
NM	870-884	139
AZ	850-865	426
UT	840-847	158
NV	889-898	117
Mountain		5.0% 1,490
AK	995-999	30
WA	980-994	509
OR	970-979	282
CA	900-961	5,067
HI	967-968	66
Pacific		19.8% 5,954
United States		83.9% 25,196
U.S. Territories		0.2% 48
Canada		2.2% 663
Mexico		0.2% 61
Other International		13.5% 4,047
APO/FPO		—
Unknown		0.0% 5
Total		100.0% 30,020

SEE ALSO:

CED

DecisionMaker® IT Marketplace Database

DecisionMaker® Electronics Marketplace Database

Lasers & Optronics (Former Subscribers)

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.

Fiberoptic Product News

Business Type		Job Function	
Aerospace/Military	1,609	Management:	
Communications End User	1,481	Corporate	3,017
Datacom Equipment Manufacturer	1,493	Engineering/Technical	6,172
Fiberoptic Consultant	1,235	Operations/Manufacturing	1,300
Fiberoptic System Construction/ Installation/Contracting	1,187	Research & Development/Education	684
Government	1,189	Sales/Marketing	1,890
Healthcare Equipment/Services	635	Other Management	227
Manufacturer Incorporating Fiberoptics in End Product	1,175	Staff:	
Manufacturer Using Fiberoptics in Manufacturing Process	1,226	Design Engineering/System Engineering/Application Engineering	7,657
OEM: Electronic Components & ICs	1,495	Networking/MIS/IT	2,121
Publishing/Broadcasting	946	Operations/Manufacturing	929
Research & Development/Education	2,447	Quality Assurance	279
Supplier Fiber/Cable/Fiberoptic Components	1,756	Research & Development/Education	1,283
Telecommunication Equipment Manufacturer	4,805	Technical	1,589
Telecommunication Services	3,828	Other Staff	293
Test & Measurement Equipment	1,620	Other Function:	
Other Type of Organization	1,893	Construction/Installation Contract	461
		Consulting	1,447
		Purchasing	594

Employee Size		Buying Authority	
Less than 20	12,196	Buy:	
20-49	3,117	Active/Passive Components	3,066
50-99	2,745	Automation & Manufacturing Equipment	1,797
100-499	5,732	Cable Management/Hardware	2,642
500-999	2,119	Fiber/Cable Assemblies	4,211
1,000 or More	4,111	Networking Equipment	2,846
		Test & Measurement/Instrumentation	4,004
		Transmission Systems	1,947

Internet Usage			
My Company Buys Via the Internet	1,361	Specify:	
My Company Sells Via the Internet	770	Active/Passive Components	3,182
I Buy Via the Internet on Behalf of My Company	1,140	Automation & Manufacturing Equipment	4,956
		Cable Management/Hardware	4,051
		Fiber/Cable Assemblies	6,405
		Networking Equipment	4,596
		Test & Measurement/Instrumentation	6,118
		Transmission Systems	3,569