

Instrumentation & Automation News

GEOGRAPHIC ANALYSIS

Direct your sales message to the largest audience in the instrumentation and control market with a controlled circulation list from *Instrumentation & Automation News*.

- ◆ Reach the design engineers, systems integrators, quality control engineers, production engineers, company and operations managers — all responsible for industrial and process control at both OEM and end-user companies.
- ◆ The *Instrumentation & Automation News* list identifies the primary buying and specifying influences located in manufacturing facilities across several key markets.
- ◆ This list is useful for promoting products including:
 - ◆ Sensing Instruments & Sensors
 - ◆ Test and Calibration Equipment
 - ◆ Relays, Switches, Timers
 - ◆ Software
 - ◆ Motors and Motor Controls
 - ◆ Programmable Controllers



- ◆ Wire, Cable, & Accessories
- ◆ And More!

Instrumentation & Automation News is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 91,030

Base Price: \$130/M

Selections (Additional cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business/Industry	\$15/M
Buying Authority	\$25/M
Dollar Volume of Products	
Specified	\$10/M
Employee Size	\$10/M
Job Function	\$15/M
Recency	\$10/M
Primary End Product	\$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:
33,673**

**E-List Base Price:
\$430/M**

SEE ALSO:

- Control Engineering**
- DecisionMaker® Engineering Marketplace Database**
- DecisionMaker® Manufacturing Marketplace Database**
- Design News**
- EDN**
- Electronic Business**
- Industrial Product Bulletin**
- Modern Materials Handling**
- Plant Engineering**
- Product Design & Development**
- Security Distributing & Marketing**

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	380
NH	030-038	704
VT	050-059	220
MA	010-027	2,984
RI	028-029	362
CT	060-069	1,852
New England		7.1% 6,502
NY	100-149	4,141
NJ	070-089	3,232
PA	150-196	5,493
Middle Atlantic		14.1% 12,866
OH	430-458	6,434
IN	460-479	2,826
IL	600-629	6,275
MI	480-499	4,287
WI	530-549	3,672
East North Central		25.8% 23,494
MN	550-567	2,873
IA	500-528	1,227
MO	630-658	1,782
ND	580-588	190
SD	570-577	249
NE	680-693	657
KS	660-679	886
West North Central		8.6% 7,864
DE	197-199	365
MD	206-219	1,190
DC	200-205	45
VA	220-246	1,666
WV	247-268	468
NC	270-289	2,675
SC	290-299	1,497
GA	300-319	2,054
FL	320-349	2,307
South Atlantic		13.5% 12,267
KY	400-427	1,192
TN	370-385	1,892
AL	350-369	1,254
MS	386-397	537
East South Central		5.4% 4,875
AR	716-729	780
LA	700-714	891
OK	730-749	805
TX	750-799	5,770
West South Central		9.1% 8,246
MT	590-599	151
ID	832-838	399
WY	820-831	113
CO	800-816	1,063
NM	870-884	322
AZ	850-865	949
UT	840-847	789
NV	889-898	268
Mountain		4.5% 4,054
AK	995-999	51
WA	980-994	1,434
OR	970-979	955
CA	900-961	8,288
HI	967-968	61
Pacific		11.9% 10,789
United States	99.9%	90,957
U.S. Territories	0.1%	70
Canada	—	—
Mexico	—	—
Other International	—	—
APO/FPO	0.0%	3
Unknown	—	—
Total	100.0%	91,030

