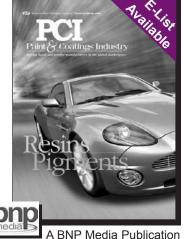
# Paint & Coatings Industry

*Paint & Coatings Industry (PCI)* focuses on meeting the needs of manufacturers who formulate paint, coatings, adhesives and printing inks.

- With a direct marketing list from PCI, you can reach over 20,000 professionals with job functions such as:
  - Chemist
  - Research/Development
  - Owner
  - Sales/Marketing
  - Production Manager
  - And More!

Paint & Coatings Industry is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.



Size of List: **20,030** 

Base Price: \$125/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
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

Adhesives & Sealants Industry

# **Multi-Channel Pricing**

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

Size of E-List: 4,816

E-List Base Price: \$425/M

### **SEE ALSO:**

Appliance Manufacturer
Ceramic Industry
Energy User News
Engineered Systems
Industrial Maintenance & Plant Operation
Industrial Paint & Powder
Industrial Product Bulletin
Industrial Safety & Hygiene News
MSI
Pharmaceutical Processing

Plant Engineering
Pollution Engineering
Powder/Bulk Solids
Quality
Research & 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.



# burke advertising GEOGRAPHIC ANALYSIS

State	ZIP Code	I	Individuals
ME	039-049		28
NH	030-038		81
VT	050-059		24
MA	010-027		462
RI	028-029		87
CT	060-069	4.707	240
New England		4.6%	922
NY	100-149		647
NJ PA	070-089 150-196		958 1,314
Middle Atlant		14.6%	2,919
ОН	430-458		1,620
IN	460-479		444
IL	600-629		1,282
MI	480-499		990
WI	530-549		507
East North C	entral	24.2%	4,843
MN	550-567		440
IA	500-528		157
MO	630-658		506
ND	580-588		17
SD NE	570-577 680-693		15
KS	660-679		66 111
West North (		6.6%	1,312
DE	197-199		113
MD	206-219		264
DC	200-205		14
VA	220-246		214
WV NC	247-268 270-289		47
SC	290-299		569 235
GA	300-319		498
FL	320-349		611
South Atlanti	ic	12.8%	2,565
KY	400-427		272
TN	370-385		224
AL MS	350-369 386-397		152 95
East South Co		3.7%	743
AR	716-729		74
LA	700-714		111
OK	730-749		140
TX	750-799		890
West South (	Central	6.1%	1,215
MT	590-599		27
ID	832-838		33
WY CO	820-831		6
NM	800-816 870-884		134 32
AZ	850-865		166
UT	840-847		72
NV	889-898		51
Mountain		2.6%	521
AK	995-999		8
WA	980-994		256
OR CA	970-979 900-961		195 1,661
HI	967-968		1,001
Pacific	007 000	10.6%	2,132
United States	5	85.7%	17,172
U.S. Territori	es	0.1%	18
Canada		0.6%	130
Mexico Other Interno	utional	0.3% 13.2%	60 2.450
APO/FPO	anvilui	13.2%	2,650 —
Unknown		_	_
Total		100.0%	20,030

# Paint & Coatings Indusi

# Paint & Coatings Industry



# **Business Type**

Adhesives/Sealants Manufacturer	534
Chemicals/Raw Materials	1,381
Distributor	229
Equipment Supplier	283
Paint/Coatings Manufacturer	15,515
Printing Inks Manufacturer	509
User of Paint/Coatings	1,685

# **Job Function**

Chemist	1,885
Owner/Officer General Manager	7,172
Production Management	1,698
Purchasing/Buying	514
Research/Development	5,075
Sales/Marketing	2,938
Supervisory	627

# **Buying Influence**

Influence the purchase or specification of materials or equipment used in the manufacture of paint/coatings, adhesives/sealants or printing inks. 12,327

# **Employee Size**

Less than 20	3,481
20-49	1,408
50-99	998
100-249	1,087
250-499	560
500-999	193
1,000 or More	144

## Sales Volume

Less than \$1 Million	1,265
\$1 Million-\$9 Million	1,877
\$10 Million-\$49 Million	991
\$50 Million-\$249 Million	528
\$250 Million-\$1 Billion	173
More than \$1 Billion	103

Source: Publisher's own data
\* Multiple Response