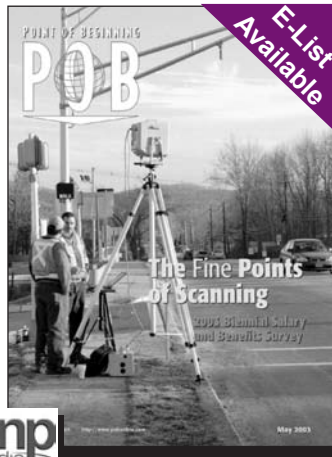


Point of Beginning

Point of Beginning serves the surveying and mapping community, including professional service firms, government, education, utilities, construction and mining, transportation and others allied to the field.

- ◆ With a direct marketing list from *Point of Beginning*, you can reach over 40,000 professionals with titles such as:
 - ◆ Chief Surveyor
 - ◆ President/Owner
 - ◆ Department Head/Manager
 - ◆ Staff Engineer
 - ◆ Staff Surveyor
 - ◆ And More!

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



A BNP Media Publication

Size of List: 40,005
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
Employee Size	\$10/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

Multi-Channel Pricing

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

**Size of E-List:
11,234**

**E-List Base Price:
\$425/M**

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- American Men & Women of Science
 - Architectural Specifier (Former Subscribers)
 - Engineered Systems
 - Environmental Design + Construction
 - Plants Sites & Parks
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Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.

GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	317
NH	030-038	322
VT	050-059	167
MA	010-027	957
RI	028-029	162
CT	060-069	503
New England		6.1% 2,428
NY	100-149	1,654
NJ	070-089	1,083
PA	150-196	1,668
Middle Atlantic		11.0% 4,405
OH	430-458	1,527
IN	460-479	767
IL	600-629	1,178
MI	480-499	1,123
WI	530-549	863
East North Central		13.6% 5,458
MN	550-567	782
IA	500-528	439
MO	630-658	833
ND	580-588	121
SD	570-577	148
NE	680-693	214
KS	660-679	399
West North Central		7.3% 2,936
DE	197-199	130
MD	206-219	663
DC	200-205	38
VA	220-246	1,175
WV	247-268	341
NC	270-289	1,537
SC	290-299	595
GA	300-319	1,058
FL	320-349	2,437
South Atlantic		19.9% 7,974
KY	400-427	639
TN	370-385	839
AL	350-369	579
MS	386-397	397
East South Central		6.1% 2,454
AR	716-729	377
LA	700-714	532
OK	730-749	467
TX	750-799	2,449
West South Central		9.6% 3,825
MT	590-599	264
ID	832-838	308
WY	820-831	224
CO	800-816	1,239
NM	870-884	481
AZ	850-865	829
UT	840-847	372
NV	889-898	367
Mountain		10.2% 4,084
AK	995-999	308
WA	980-994	1,054
OR	970-979	720
CA	900-961	3,881
HI	967-968	152
Pacific		15.3% 6,115
United States	99.2%	39,679
U.S. Territories	0.8%	306
Canada	—	—
Mexico	—	—
Other International	0.0%	4
APO/FPO	0.0%	16
Unknown	—	—
Total	100.0%	40,005

Point of Beginning

Business Type

Private Corporation/Company	
Civil Engineering	5,654
Construction	569
Education/Training	308
GIS/Mapping	833
Photogrammetry/Remote Sensing	363
Surveying	17,733

Government	
Civil Engineering	779
D.O.T.	1,562
GIS/Mapping	374
Photogrammetry/Remote Sensing	53
Surveying	1,596

Title

Cartographer	74
Chief Engineer	771
Chief Surveyor	4,516
Department Head/Manager	925
General/Office Manager, Vice President	489
GIS Specialist	471
GPS Specialist	261
Imaging Specialist	108
President/Owner	17,830
Project Manager	2,988
Staff Engineer	1,829
Staff Surveyor	5,810
Supervisor	742
Team Leader	734
Vice President	1,929

Employee Size

Less than 9	13,717
10-19	4,457
20-29	2,086
30-39	1,292
40-49	1,036
50-99	2,037
100 or More	5,992

Sales Volume

Less than \$1 Million	10,911
\$1 Million-\$9 Million	3,135
\$10 Million-\$49 Million	595
More than \$50 Million	226

Source: Publisher's own data

* Multiple Response