

## Marketplace Database

GEOGRAPHIC ANALYSIS

Reach over 576,000 sales and marketing professionals with the *DecisionMaker® Sales & Marketing Marketplace Database*.

- ◆ These sales and marketing professionals purchase:
  - ◆ Advertising
  - ◆ Graphic Design Services
  - ◆ Association Memberships
  - ◆ Laptop Computers
  - ◆ Executive Gifts
  - ◆ Seminars, Training Programs
  - ◆ Premiums & Incentives
  - ◆ And More!

DM2 DecisionMaker® Databases are more than just a masterfile. They are custom built databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both "deep data" selectivity and larger volumes of names.

The DecisionMaker® Databases are unique to DM2 and updated every other month. Contact a DM2 Account Executive for up-to-the-minute counts.

*Source:* Comprised primarily of controlled circulation subscription files, and also includes business directory & database listings and trade show attendee files.

E-List Available

State	ZIP Code	Individuals
ME	039-049	1,904
NH	030-038	3,562
VT	050-059	1,305
MA	010-027	18,095
RI	028-029	2,028
CT	060-069	9,188
<b>New England</b>		<b>6.3% 36,082</b>
NY	100-149	35,232
NJ	070-089	20,808
PA	150-196	25,951
<b>Middle Atlantic</b>		<b>14.2% 81,991</b>
OH	430-458	24,056
IN	460-479	11,594
IL	600-629	36,503
MI	480-499	18,131
WI	530-549	14,531
<b>East North Central</b>		<b>18.2% 104,815</b>
MN	550-567	13,368
IA	500-528	5,462
MO	630-658	11,189
ND	580-588	1,112
SD	570-577	1,231
NE	680-693	3,187
KS	660-679	4,972
<b>West North Central</b>		<b>7.0% 40,521</b>
DE	197-199	1,438
MD	206-219	11,018
DC	200-205	2,296
VA	220-246	15,041
WV	247-268	1,518
NC	270-289	13,174
SC	290-299	5,201
GA	300-319	15,791
FL	320-349	29,618
<b>South Atlantic</b>		<b>16.5% 95,095</b>
KY	400-427	5,211
TN	370-385	8,733
AL	350-369	5,427
MS	386-397	2,424
<b>East South Central</b>		<b>3.8% 21,795</b>
AR	716-729	2,926
LA	700-714	4,529
OK	730-749	3,787
TX	750-799	30,014
<b>West South Central</b>		<b>7.2% 41,256</b>
MT	590-599	1,260
ID	832-838	1,849
WY	820-831	602
CO	800-816	9,390
NM	870-884	1,719
AZ	850-865	7,490
UT	840-847	3,839
NV	889-898	2,845
<b>Mountain</b>		<b>5.0% 28,994</b>
AK	995-999	710
WA	980-994	9,643
OR	970-979	5,941
CA	900-961	68,794
HI	967-968	1,417
<b>Pacific</b>		<b>15.0% 86,505</b>
<b>United States</b>		<b>93.1% 537,054</b>
<b>U.S. Territories</b>		<b>0.1% 699</b>
<b>Canada</b>		<b>1.9% 11,136</b>
<b>Mexico</b>		<b>0.2% 1,152</b>
<b>Other International</b>		<b>4.5% 26,184</b>
<b>APO/FPO</b>		<b>—</b>
<b>Unknown</b>		<b>0.1% 465</b>
<b>Total</b>		<b>100.0% 576,690</b>

**Size of List: 576,970**

**Base Price: \$140/M**

**Multi-Channel Pricing**

### 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
Canadian Names	\$10/M
Employee Size	\$10/M
Fortune 1000	\$15/M
Home Address	n/c
Internet Usage	\$20/M
Job Function	\$15/M
Multi-Source	\$10/M
One Per Location	\$10/M
PC User/CD-ROM Access/	
Internet Access	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Specific Title	\$15/M
Telephone Numbers	\$60/M

Mailing/E-Mail: \$515/M  
Mailing/Telemarketing: \$240/M  
Mailing/E-Mail/Telemarketing: \$615/M

**Size of E-List:  
96,282**

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

**SEE ALSO:**

- Advertiser Company Decision Makers
- Advertising Agency Decision Makers
- DecisionMaker® Electronics Marketplace Database
- DecisionMaker® IT Marketplace Database
- DecisionMaker® Management Marketplace Database

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

