Semiconductor International

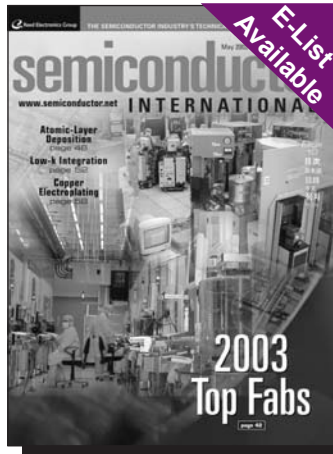**GEOGRAPHIC ANALYSIS**

Target the decision-makers at every important location in the worldwide semiconductor and integrated circuit manufacturing marketplace. A controlled circulation list from *Semiconductor International* reaches the largest number of recipients at semiconductor manufacturers of any publication.

◆ Reach engineers, engineering management and corporate management in the global semiconductor market, the world's most high-tech industry. The average reader has a purchasing authority of over $7 million.

◆ These decision-makers have the buying authority for all types of products used in the manufacture of semiconductors and integrated circuits, as well as other leading-edge technologies.

- ◆ Chemicals/Gases/Materials
- ◆ Wafer Making/Processing Equipment
- ◆ Bonding/Packaging/Marketing Equipment
- ◆ Design/Test/Measurement Systems
- ◆ Facilities/Contamination Control Equipment
- ◆ And More!

E-List Available

Semiconductor International is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 43,500

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	$25/M
Canadian Names	$10/M
Employee Size	$10/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:
12,795

E-List Base Price:
$440/M

SEE ALSO:
DecisionMaker® Electronics Marketplace Database
ECN
EDN
Electronic Business
Electronic Packaging & Production (Former Subscribers)
Fiberoptic Product News
Lasers & Optronics (Former Subscribers)
Research & Development
Test & Measurement World

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		150
NH	030-038		222
VT	050-059		189
MA	010-027		1,827
RI	028-029		120
CT	060-069		390
New England		**6.7%**	**2,898**
NY	100-149		1,661
NJ	070-089		836
PA	150-196		1,054
Middle Atlantic		**8.2%**	**3,551**
OH	430-458		532
IN	460-479		239
IL	600-629		683
MI	480-499		389
WI	530-549		214
East North Central		**4.7%**	**2,057**
MN	550-567		638
IA	500-528		67
MO	630-658		217
ND	580-588		14
SD	570-577		24
NE	680-693		41
KS	660-679		72
West North Central		**2.5%**	**1,073**
DE	197-199		72
MD	206-219		361
DC	200-205		30
VA	220-246		460
WV	247-268		28
NC	270-289		424
SC	290-299		111
GA	300-319		203
FL	320-349		720
South Atlantic		**5.5%**	**2,409**
KY	400-427		51
TN	370-385		121
AL	350-369		125
MS	386-397		30
East South Central		**0.8%**	**327**
AR	716-729		37
LA	700-714		49
OK	730-749		48
TX	750-799		2,778
West South Central		**6.7%**	**2,912**
MT	590-599		34
ID	832-838		465
WY	820-831		11
CO	800-816		598
NM	870-884		216
AZ	850-865		1,437
UT	840-847		174
NV	889-898		56
Mountain		**6.9%**	**2,991**
AK	995-999		3
WA	980-994		363
OR	970-979		937
CA	900-961		8,407
HI	967-968		4
Pacific		**22.3%**	**9,714**
United States		**64.2%**	**27,932**
U.S. Territories		**0.0%**	**13**
Canada		**1.6%**	**708**
Mexico		**0.1%**	**34**
Other International		**34.0%**	**14,811**
APO/FPO		**0.0%**	**0**
Unknown		**0.0%**	**2**
Total		**100.0%**	**43,500**

Semiconductor International

INTERNATIONAL ANALYSIS

Country		Individuals
Austria		96
Belgium		162
Czech Republic		12
Denmark		29
Finland		44
France		569
Germany		1,446
Greece		25
Hungary		10
Ireland		108
Italy		278
Netherlands		327
Norway		21
Poland		29
Portugal		32
Russia		72
Spain		72
Sweden		61
Switzerland		126
United Kingdom		1,230
Other Countries		123
Europe/Atlantic Islands	**31.3%**	**4,872**
Israel		211
Other Countries		2
Middle East	**1.4%**	**213**
Canada	**4.6%**	**708**
Africa	**0.0%**	**1**
Brazil		68
Other Countries		4
South & Central America	**0.5%**	**72**
China (Peoples Republic of)		2,314
Hong Kong		382
India		571
Indonesia		123
Japan		401
Korea		631
Malaysia		1,034
Pakistan		88
Phillippeans		510
Singapore		1,940
Taiwan		1,418
Thailand		140
Other Countries		103
Asia/Pacific Islands	**62.1%**	**9,653**
Mexico	**0.2%**	**34**
International Total	**100.0%**	**15,553**

Buying Authority*

Bonders Die/Wire/TAB	9,111
Burn & Evironmental Test Systems	10,762
Chemical Distribution	6,569
Chemicals & Materials	18,817
Clean Rooms/Equipment/Laminar, Flow Booths, Fume Hoods, Etc.	10,353
CMP (Chemical Mechanical Polishing)	7,635
Contamination Control Products	7,926
Etching Systems	9,444
Factory/Facility Automation Systems & Software	7,534
Failure Analysis Instruments	12,463
Flip Chip/BGA Processing Equipment	8,747
Gas Handling/Purifying/Filtration	10,138
Gases	10,649
IC Testers/Handlers	13,799
Ion Implantation	5,890
Lithography Equipment	8,360
Manufacturing Execution Software (MES)	7,697
Microscopes, Optical Current	15,538
Microscopes, SEM/Non-Optical	11,543
Ovens/Furnaces	6,941
Packaging/Encapsulation/Sealing	10,736
Packaging Materials	14,117
Photoresist Coat/Bake/Develop Systems	7,163
Photoresist Stripping Equipment	6,714
Photoresists	8,483
Probing Systems/Accessories	10,944
Scribing/Dicing/Sawing Equipment	6,739
Testers, Parametric/Functional	11,451
Thermal Processing	8,211
Thin Film Deposition Equipment	9,811
Vacuum Systems, Pumps, Gauges & Controls	10,702
Wafer Handling Equipment	9,540
Wafer Inspection	9,725
Wafer Thickness	7,414
Water Purification/Filtration Equipment & Systems	6,437
Wet Processing Equipment	8,670

Business Type

Equipment Manufacturing	7,200
Government, Military & Government Laboratories	801
IC Packaging	1,321
Industry Services	1,802
Materials	2,634
Non-Semiconductors	1,508
Semiconductor/IC Manufacturers	26,003
Universities/Research & Development Laboratories	2,231

Job Function

Assembly	471
Consultant	468
Corporate or General Management	7,564
Engineering Support	3,244
Facilities/Maintenance Engineering	895
Manufacturing/Engineering Management	11,520
Purchasing/Procurement	1,030
Quality Control/Quality Assurance & Testing	2,124
Research & Development Engineering	10,296
Semiconductor/IC Design	1,804
University Faculty	913
Wafer Fabrication/Processing	3,171

Employee Size

Less than 20	5,740
20-49	3,868
50-99	3,813
100-249	5,416
250-499	4,268
500-999	4,954
1,000-4,999	8,900
5,000 or more	4,057

Source: Publisher's own data

* Multiple Response