

# DecisionMaker® Small Business

## Marketplace Database

- ◆ The *DecisionMaker® Small Business Marketplace Database* focuses on companies that employ fewer than 100 people.
- ◆ This small business resource encompasses industries such as:
  - ◆ Automotive
  - ◆ Legal
  - ◆ Computers
  - ◆ Manufacturing
  - ◆ Construction
  - ◆ Research & Development
  - ◆ Engineering Firms
  - ◆ Retail
- ◆ Target small business executives with job functions in:
  - ◆ Corporate Management
  - ◆ Engineering
  - ◆ Information Systems
  - ◆ Manufacturing & Production
  - ◆ Sales & Marketing
  - ◆ 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.

**Size of List: 4,374,181**

**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
Canadian Names	\$10/M
Employee Size	\$10/M
Gender	\$10/M
Internet Usage	\$20/M
Job Function	\$15/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
Telephone Numbers	\$60/M
Title	\$15/M

### Multi-Channel Pricing

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

Size of E-List:  
**690,772**

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

#### SEE ALSO:

- DecisionMaker® Building/Construction Marketplace Database
- DecisionMaker® IT Marketplace Database
- DecisionMaker® Management Marketplace Database
- DecisionMaker® Manufacturing Marketplace Database
- DecisionMaker® Research/Laboratory Marketplace Database
- Martindale-Hubbell® Law Directory

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

E-List Available

State	ZIP Code	Individuals
ME	039-049	22,821
NH	030-038	28,819
VT	050-059	13,006
MA	010-027	126,730
RI	028-029	17,928
CT	060-069	69,048
<b>New England</b>		<b>6.4% 278,352</b>
NY	100-149	281,993
NJ	070-089	146,399
PA	150-196	194,150
<b>Middle Atlantic</b>		<b>14.2% 622,542</b>
OH	430-458	157,810
IN	460-479	80,036
IL	600-629	197,461
MI	480-499	131,585
WI	530-549	103,365
<b>East North Central</b>		<b>15.3% 670,257</b>
MN	550-567	94,944
IA	500-528	61,030
MO	630-658	80,416
ND	580-588	15,324
SD	570-577	16,770
NE	680-693	35,349
KS	660-679	43,682
<b>West North Central</b>		<b>7.9% 347,515</b>
DE	197-199	12,634
MD	206-219	87,318
DC	200-205	21,992
VA	220-246	103,799
WV	247-268	20,822
NC	270-289	107,587
SC	290-299	44,612
GA	300-319	109,503
FL	320-349	244,154
<b>South Atlantic</b>		<b>17.2% 752,421</b>
KY	400-427	63,501
TN	370-385	76,698
AL	350-369	49,536
MS	386-397	33,677
<b>East South Central</b>		<b>5.1% 223,412</b>
AR	716-729	31,903
LA	700-714	48,587
OK	730-749	42,305
TX	750-799	243,929
<b>West South Central</b>		<b>8.4% 366,724</b>
MT	590-599	18,990
ID	832-838	21,739
WY	820-831	9,806
CO	800-816	78,828
NM	870-884	21,732
AZ	850-865	60,640
UT	840-847	31,260
NV	889-898	27,174
<b>Mountain</b>		<b>6.2% 270,169</b>
AK	995-999	9,110
WA	980-994	83,655
OR	970-979	55,818
CA	900-961	490,284
HI	967-968	13,624
<b>Pacific</b>		<b>14.9% 652,491</b>
<b>United States</b>		<b>95.6% 4,183,883</b>
<b>U.S. Territories</b>		<b>0.2% 6,769</b>
<b>Canada</b>		<b>1.2% 51,431</b>
<b>Mexico</b>		<b>0.1% 3,320</b>
<b>Other International</b>		<b>2.8% 122,084</b>
<b>APO/FPO</b>		<b>— —</b>
<b>Unknown</b>		<b>0.2% 6,697</b>
<b>Total</b>		<b>100.0% 4,374,181</b>

# DecisionMaker® Small Business Marketplace Database

<u>Job Function*</u>	<u>Title</u>	<u>Business Type</u>
Architect/Construction	103,969 Account Executive	6,381 Automotive 36,565
Attorneys	329,923 Accountant	1,526 Communications 73,069
Consulting	107,517 Administrator	22,807 Computers 57,709
Corporate Management	1,665,323 Agent	33,741 Construction 393,738
Design Engineering	239,973 Analyst	15,526 Consulting 102,140
Educator	76,026 Architect	11,663 Distributors, Brokers 58,415
Engineering	379,953 Assistant	11,683 e-Commerce/Internet Retailer 4,721
Finance	153,596 Associate	5,470 Education 52,377
Foodservice	56,777 Buyer	11,021 Engineering Firm 108,531
Interior Designers	305,711 Chairman	20,490 Entertainment/Media 22,668
IS/MIT/IT	5,110 Chemist/Scientist	5,988 Finance/Insurance/Real Estate 152,796
Maintenance	80,513 Chief	24,806 Financial Institution 32,636
Manufacturing & Production	130,731 Chief Executive	62,508 Hotels, Motels, Resorts 51,493
Middle Management	3,105,690 Consultant	47,366 Interior Design/Architecture 37,419
Nurse	3,052 Controller	16,360 Legal 327,076
Operations	170,897 Coordinator	12,167 Manufacturing 882,048
Owner	553,881 Counsel/Counselor	2,538 Medical/Healthcare 70,336
Physician	17,022 Designer	12,360 Research & Development/
Plant	41,428 Director	176,541 Laboratories 21,264
Purchasing	115,475 Editor/Writer/Librarian	11,270 Restaurant/Food 117,388
Quality, Quality Control/Quality Assurance	77,216 Educator	18,250 Retail Trade 87,587
Research & Development	Engineer	109,405 Service 244,445
Laboratory	123,041 Estimator	5,624 Transportation 225,016
Sales & Marketing	326,001 Foreman	10,390 Travel 77,129
Warehouse	8,198 Leader	2,380 Utilities 17,964
	Manager/Head	581,204 Utilities/Communications/
	Mechanic	2,091 Transportation 3,516
	Military/Government	3,504 Wholesale 17,400
	Nurse	2,923 Wholesale/Retail/Distributor 185,361
	Officer	6,842
	Operator	1,649
	Owner	395,445
	Partner	32,374
	Physician/Doctor	15,098
	Planner/Scheduler	2,266
	President	514,531
	Programmer	3,754
	Proprietor/Principal	18,976
	Representative/Sales	60,938
	Secretary/Treasurer	30,263
	Specialist	9,151
	Superintendent	16,070
	Supervisor	23,704
	Technologist/Technician	15,710
	Vice President	208,123
	Vice President & Chief Officer	3,837

  

<u>Employee Size</u>		
Less than 20	3,350,740	
20-49	925,481	
50-99	622,185	
100-249	150,473	
250-499	42,607	
500-999	26,115	
More than 1,000	27,685	

  

<u>Sales Volume</u>		
Less Than \$1 Million	1,342,004	
\$1 Million-\$9 Million	1,190,368	
\$10 Million-\$49 Million	432,212	
\$50 Million-\$249 Million	119,503	
\$250 Million-\$1 Billion	28,771	
More than \$1 Billion	38,482	

  

<u>PC User/CD-ROM Access/ Internet Access</u>	
PC at Home	25,243
PC at Work	274,969
CD-ROM Access	37,199
Internet Access	296,200

  

<u>Internet Usage</u>	
My Company Buys Via the Internet	626,763
My Company Sells Via the Internet	465,033
I Buy Via the Internet on Behalf of My Company	224,602

Source: Publisher's own data

\* Multiple Response