Test & Measurement World

GEOGRAPHIC ANALYSIS
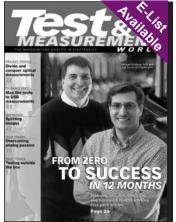
Connect with influential executive level electronics engineers in the $20 billion+ worldwide electronics test and measurement marketplace with a controlled circulation list from *Test & Measurement World*.

E-List Available

- ◆ Penetrate the locations that buy the most — the majority of professionals in the *Test & Measurement World* list are electronics engineers and managers who have buying power.

- ◆ Reach more engineering managers than the competition.

- ◆ These influential electronics professionals have responsibility for quality at every phase of electronic product design, production and use. As a result, they buy every type of test, measurement, inspection, and quality control equipment software and service including:
  - ◆ Test Instruments
  - ◆ Test Hardware & ESD Control Products
  - ◆ Data/Software Acquisition-Analysis Programs
  - ◆ Inspection Equipment
  - ◆ Production/QA/ATE/Test
  - ◆ Communications/Microwave Test Equipment
  - ◆ And More!

Test & Measurement World is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 65,026

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
Frequency Range	$10/M
Industry Involvement	$10/M
Internet Usage	$20/M
Job Function	$15/M
One Per Location	$10/M
Recency	$10/M
SIC Code	$15/M
Telephone Numbers	$60/M
Testing/Measuring Functions Performed	$10/M

Multi-Channel Pricing

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

Size of E-List: 28,996

E-List Base Price: $440/M

SEE ALSO:
CircuiTree
Control Engineering
DecisionMaker® Electronics Marketplace Database
DecisionMaker® Engineering Marketplace Database
EDN
Electronic Business
Electronic Packaging & Production (Former Subscribers)
Lasers & Optronics (Former Subscribers)
Research & Development
Semiconductor International

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		211
NH	030-038		624
VT	050-059		175
MA	010-027		3,024
RI	028-029		266
CT	060-069		1,251
New England		**8.5%**	**5,551**
NY	100-149		3,631
NJ	070-089		2,387
PA	150-196		2,911
Middle Atlantic		**13.7%**	**8,929**
OH	430-458		3,090
IN	460-479		1,399
IL	600-629		2,999
MI	480-499		2,774
WI	530-549		1,303
East North Central		**17.8%**	**11,565**
MN	550-567		1,416
IA	500-528		420
MO	630-658		749
ND	580-588		69
SD	570-577		124
NE	680-693		253
KS	660-679		479
West North Central		**5.4%**	**3,510**
DE	197-199		150
MD	206-219		1,533
DC	200-205		174
VA	220-246		1,345
WV	247-268		143
NC	270-289		1,403
SC	290-299		598
GA	300-319		1,074
FL	320-349		2,505
South Atlantic		**13.7%**	**8,925**
KY	400-427		431
TN	370-385		782
AL	350-369		630
MS	386-397		257
East South Central		**3.2%**	**2,100**
AR	716-729		188
LA	700-714		292
OK	730-749		394
TX	750-799		3,936
West South Central		**7.4%**	**4,810**
MT	590-599		65
ID	832-838		270
WY	820-831		55
CO	800-816		1,062
NM	870-884		326
AZ	850-865		1,169
UT	840-847		454
NV	889-898		203
Mountain		**5.5%**	**3,604**
AK	995-999		38
WA	980-994		1,145
OR	970-979		827
CA	900-961		11,222
HI	967-968		34
Pacific		**20.4%**	**13,266**
United States		**95.7%**	**62,260**
U.S. Territories		**0.1%**	**73**
Canada		**4.1%**	**2,679**
Mexico		**—**	**—**
Other International			
APO/FPO		**0.0%**	**14**
Unknown		**—**	**—**
Total		**100.0%**	**65,026**

Buying Authority

Card Level Instruments & Buses:		IC ATE, Other Digital	14,135	**Test Instruments:**	
GPIB/IEEE-488	15,080	Manufacturing Defects Analyzers	14,524	Amplifiers	25,621
PC/PC-AT bus	16,026	Power Supply Testers	18,015	Audio Testers	18,774
PCI/Compact PCI/PX1	12,274	Relay/Transformer Testers	12,241	Calibrators/Standards	25,883
RS-232C	16,469	Vibration Test Equipment	14,742	Capacitance Meters/Bridges	25,477
VXIbus	8,965	Wafer Probers	7,732	Counters/Timers	27,851
				Data-Acquisition Systems	29,657
Communications/Microwave Test:		**Software/Data Analysis Programs:**		Electronic Filters	20,528
Datacom Testers	12,336	Data Acquisition/Reduction Software	25,604	Electro-Optics/Fiber Optics Test	
LAN/WAN Testers	11,806	Machine-Vision Software	15,387	Equipment	15,943
Microwave Test Equipment	12,055	Math, Graphing, Analysis Software	21,155	EMI/RFI/EMC Test Equipment	17,512
RF Test/Measurement Equipment	18,019	SPC/SPQ Software	14,732	Emulators Debugging Tools	9,215
Telecom Testers	11,749	Test Software & Development Aids	24,649	ESD Test Equipment	14,908
				Function/Pulse Generators	22,111
Electronic Design Automation (EDA):		**Test/Analysis Services:**		Logic Analyzers	25,137
ATPG Software	6,120	Board/Subassembly Test Services	8,966	Multimeters, Digital	37,358
Design Verification Systems	9,446	Burn-In/Environmental Test Services	8,578	Network Analyzers	23,064
Fault-Simulation Software	7,368	Calibration/Maintenance Services	12,796	Noise Generators, Noise Meter	22,502
		EMI/RFI/EMC Test Services	9,228	Ohmmeters, Voltmeters	38,288
Inspection Equipment:		Failure Analysis Services	10,153	Oscillloscopes	39,484
Automated PCB/Hybrid Inspection	7,181	IC/Component Test Services	7,231	Phase Meters/Phase Angle	
Cameras	16,901	Test Equipment Leasing/Rental	11,587	Voltmeters	19,012
Coordinate Measuring Machines		Test Programming Services	8,622	Power Supplies/Current Sources	29,787
(CMMs)	3,046			Powerline Monitors	17,623
Machine Vision Systems	11,680	**Test Hardware:**		Recorders/Dataloggers	22,809
Microscopes, Optical	16,954	Adapters, Clip, Connectors	26,634	Signal/Sweep Generators	21,373
Microscopes, Other	4,877	EMI/RFI/EMC Control/Protection		Signature Analyzers	14,529
Microscopes, Scanning Electron/SEM's	7,670	Products	15,755	Spectrum Analyzers	23,942
Microscopes, Scanning Probe	8,194	ESD Control/Protection Products	17,191	Temperature Measurement	
Non-Destructive Test	4,046	Fixturing	20,823	Equipment	28,721
SMT Inspection Equipment	6,828	Probes, Contacts, Probe Cards	24,048	Waveform Analyzers	19,209
Surface Analysis Equipment	3,328	Sockets, Test	20,602	Waveform Generators	21,545
Thermal Imaging Equipment	8,359	Switching Matrices	12,683		
X-Ray Inspection Equipment	6,220				

Production/Quality Assurance/ ATE/Test:	
Bare Board Testers	11,574
Board Testers, Combinational	13,209
Board Testers, Functional	15,240
Board Testers, In-Circuit	14,805
Burn In Equipment/Accessories	15,543
Continuity Testers - All Kinds	20,779
Discrete Component Testers	17,635
Environmental Test Equipment	19,251
Handlers/Sorters	7,581
Hipot/Insulation Breakdown Testers	14,754
IC ATE, Analog/Linear	15,969
IC ATE, ASIC	11,852
IC ATE, Memory	13,018
IC ATE, Mixed Signal	13,827

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Business Type

Automotive, Ground Vehicles	5,262
Avionics/Aircraft, Military/ Aerospace	6,035
Cellular/Consumer Phones, PCs, Pagers	661
Computer Peripherals	983
Consumer Electronics	3,915
Contract Manufacturers	7,242
Electronic Instruments	5,613
ICs & Semiconductors	3,659
Independent/Academic Research & Development Labs	1,983
Industrial Controls	6,097
LANS, WANS Hardware/Software	553
Mainframes & Supercomputers	1,021
Medical Devices	3,259
Multimedia Systems & Components	538
Network Related Hardware/ Software	2,993
Passive Components	832
Personal Computers	1,316
RF & Microwave Systems	1,765
Software & Algorithm Tools	808
Wired, Wireless, Fiberoptic Networks	2,709
Workstations, Midrange Computers & Servers	1,312
Other Communications Systems	2,384
Other Computer Systems	845
Other Manufacturers Incorporating Electronics	2,355
Other Electronic Components	618

Employee Size

Less than 20	8,912
20-49	5,944
50-99	6,163
100-249	9,365
250-499	6,949
500-999	6,256
1,000 or more	20,247

Frequency Range*

Audio	17,487
GHz	19,981
Hz	21,787
KHz	25,124
MHz	29,046
Mechanical/Vibration	18,489
Powerline	16,284

Testing/Measuring Functions Performed*

Design/Development Testing	45,752
Failure Analysis	28,992
Field Service Testing	20,317
Incoming Inspection	21,002
Process Measurements	25,772
Production/Manufacturing Testing	32,745
Prototype Evaluation	37,128
QC/QA Reliability	25,847
Research & Development	38,387
STDS/Calibration	20,541
Software Testing	23,555

Job Function

Corporate & General Management	4,211
Engineering Management	
Calibration/Standard	603
Design & Development	13,708
Field Service	1,086
Manufacturing/Production	7,045
QC/QA Reliability/Evaluation	4,558
Research & Development	4,776
Engineering Staff	
Calibration/Standard	720
Design & Development	13,308
Field Service	1,230
Manufacturing/Production	5,715
QC/QA Reliability/Evaluation	3,343
Research & Development	4,723

Internet Usage

My Company Buys Via the Internet	24,632
My Company Sells Via the Internet	15,475
I Buy Via the Internet on Behalf of My Company	19,748

Industry Involvement

Aerospace	13,516
Automotive	11,943
Communication	19,198
Computers	17,417
Consumer	11,923
Contract Manufacturing	11,667
ICs	12,085
Industrial Controls/Automation	19,545
Medical	9,200