

# Ward's Business Directory

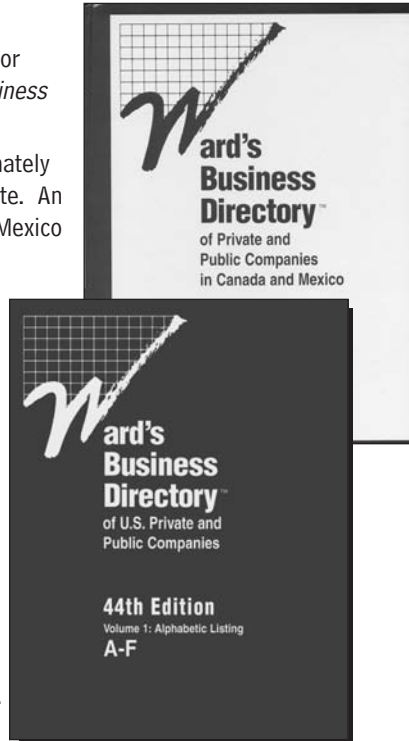
**GEOGRAPHIC ANALYSIS**

Looking to reach professionals at large private or public companies? With a list from *Ward's Business Directory* you can!

Gale's *Ward's Business Directory* lists approximately 114,000 U.S. companies of which 90% are private. An additional 15,000 companies from Canada and Mexico are also included and selectable. Reach the professionals looking to learn more about new products, seminars and services that will help their company grow.

- ◆ Great for marketing products and services to professionals with job functions such as:
  - ◆ Chief Executive Officer
  - ◆ Chief Financial Officer
  - ◆ President
  - ◆ Head of Marketing/Sales
  - ◆ Human Resources
  - ◆ And Many More!

*Ward's Business Directory* is updated regularly. Contact a DM2 Account Executive for up-to-the-minute counts.



State	ZIP Code	Individuals
ME	039-049	1,263
NH	030-038	2,347
VT	050-059	1,062
MA	010-027	12,958
RI	028-029	1,692
CT	060-069	6,666
<b>New England</b>		<b>6.6%</b> <b>25,988</b>
NY	100-149	22,178
NJ	070-089	12,557
PA	150-196	20,550
<b>Middle Atlantic</b>		<b>14.0%</b> <b>55,285</b>
OH	430-458	20,876
IN	460-479	13,113
IL	600-629	27,325
MI	480-499	14,720
WI	530-549	11,813
<b>East North Central</b>		<b>22.3%</b> <b>87,847</b>
MN	550-567	9,512
IA	500-528	3,388
MO	630-658	7,509
ND	580-588	644
SD	570-577	713
NE	680-693	1,676
KS	660-679	3,420
<b>West North Central</b>		<b>6.8%</b> <b>26,862</b>
DE	197-199	711
MD	206-219	5,901
DC	200-205	1,000
VA	220-246	7,631
WV	247-268	1,203
NC	270-289	8,245
SC	290-299	3,217
GA	300-319	8,125
FL	320-349	14,536
<b>South Atlantic</b>		<b>12.8%</b> <b>50,569</b>
KY	400-427	4,029
TN	370-385	6,081
AL	350-369	5,320
MS	386-397	1,802
<b>East South Central</b>		<b>4.4%</b> <b>17,232</b>
AR	716-729	2,162
LA	700-714	3,309
OK	730-749	4,074
TX	750-799	18,901
<b>West South Central</b>		<b>7.2%</b> <b>28,446</b>
MT	590-599	651
ID	832-838	1,473
WY	820-831	334
CO	800-816	5,954
NM	870-884	876
AZ	850-865	4,714
UT	840-847	3,008
NV	889-898	1,345
<b>Mountain</b>		<b>4.7%</b> <b>18,355</b>
AK	995-999	351
WA	980-994	7,860
OR	970-979	5,489
CA	900-961	45,816
HI	967-968	734
<b>Pacific</b>		<b>15.3%</b> <b>60,250</b>
<b>United States</b>		<b>94.2%</b> <b>370,834</b>
<b>U.S. Territories</b>		<b>0.0%</b> <b>99</b>
<b>Canada</b>		<b>3.3%</b> <b>12,911</b>
<b>Mexico</b>		<b>2.5%</b> <b>9,792</b>
<b>Other International</b>		<b>0.0%</b> <b>56</b>
<b>APO/FPO</b>		<b>—</b> <b>—</b>
<b>Unknown</b>		<b>0.0%</b> <b>1</b>
<b>Total</b>		<b>100.0</b> <b>393,693</b>

**Size of List: 393,693**

**Base Price: \$85/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type (SIC/NAICS)	\$15/M
Canadian Names	\$10/M
Company Designation	\$10/M
Employee Size	\$10/M
Job Function	\$15/M
One Per Location	\$10/M
Operating Revenue	\$10/M
Sales Volume	\$10/M
Telephone Numbers	\$30/M
Total Assets	\$10/M

## Multi-Channel Pricing

**Mailing/Telemarketing: \$190/M**

**SEE ALSO:**

- DecisionMaker® Career Woman Marketplace Database**
- DecisionMaker® Finance Marketplace Database**
- DecisionMaker® Management Marketplace Database**
- DecisionMaker® Professionals at Home Marketplace Database**
- Executives - Financial Decision Makers**
- Executives - Financial Service Firms**
- Executives - Leading Private Companies**

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

SIC Business Type	Job Function	Company Designation
13 Oil & Gas Extraction	Accounting	Division 8,446
15 General Building Contractors	Benefits & Compensation	Exporter 116,534
16 Heavy Construction (Except Buildings)	Chairman	Importer 50,722
17 Special Trade Contractors	Chief Administrative Officer	Private Company 266,457
20 Food & Kindred Products	Chief Executive Officer	Private Subsidiary 50,914
22 Textile Mill Products	Chief Financial Officer	Public Company 51,650
23 Apparel & Other Textile Products	Chief Operating Officer	Public Subsidiary 1,678
24 Lumber & Wood Products	Corporate Communications	
25 Furniture & Fixtures	Corporate Secretary	
26 Paper & Allied Products	Engineering/Technical	
27 Printing & Publishing	Financial Controller	
28 Chemicals & Allied Products	Head of Marketing/Sales	
29 Petroleum & Coal Products	Head of MIS/Systems	
30 Rubber & Miscellaneous Plastic Products	Human Resources	
32 Stone, Clay & Glass Products	Information Systems (MIS/EDP)	
33 Primary Metal Industries	Investor Relations/Analyst Contact	
34 Fabricated Metal Products	Manufacturing/Operations	
35 Industrial Machinery & Equipment	Marketing	
36 Electronic & Other Electrical Equipment	Personnel Director	
37 Transportation Equipment	President	
38 Instruments & Related Products	Purchasing	
39 Miscellaneous Manufacturing Industry	Research & Development	
42 Trucking & Warehousing	Sales	
47 Transportation Services	Shareholder Relations	
48 Communications	Strategic Planning	
49 Electric, Gas & Sanitary Services	Treasurer	
50 Wholesale Trade - Durable Goods	Vice Chairman	
51 Wholesale Trade - Non-Durable Goods		
54 Food Stores		
55 Auto Dealers & Service Stations		
57 Furniture & Home Furnishings		
58 Eating & Drinking Places		
59 Miscellaneous Retail		
60 Depository Institutions		
61 Non-Depository Institutions		
62 Security & Commodity Brokers		
63 Insurance Carriers		
65 Real Estate		
67 Holding & Other Investment		
70 Hotels & Other Lodging		
73 Business Services		
76 Miscellaneous Repair Services		
78 Motion Pictures		
80 Health Services		
87 Engineering & Management Services		

Total Assets	Operating Revenue
2,039	Under \$1 Million 987
19,440	\$1 Million-\$9 Million 13,545
11,699	\$10 Million-\$49 Million 15,423
13,345	\$50 Million-\$249 Million 12,108
2,500	\$250 Million-\$1 Billion 5,972
52,380	Over \$1 Billion 3,917
36,656	
2,187	
3,326	
10,472	
12,741	
15,061	
20,244	
19,735	
11,790	
427	
15,111	
20,052	
14,459	
78,621	
1,042	
2,402	
25,637	
427	
3,346	
13,343	
987	

Employee Size	Annual Sales
Less than 20	Under \$1 Million 21,720
20-49	\$1 Million-\$9 Million 148,501
50-99	\$10 Million-\$49 Million 122,187
100-249	\$50 Million-\$249 Million 46,279
250-499	\$250 Million-\$1 Billion 16,262
500-999	Over \$1 Billion 14,188
More than 1,000	