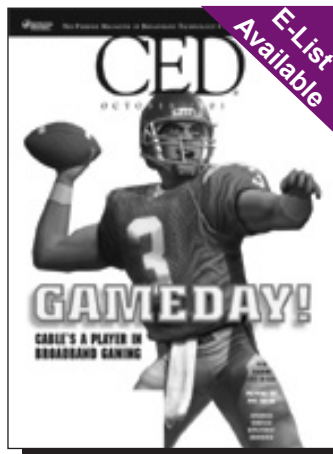


GEOGRAPHIC ANALYSIS

CED's controlled circulation list is from the premier magazine of broadband technology.

CED serves members of executive/corporate, general/operations, engineering, and technical management, as well as engineers and technical staff and other key functions at independent and multiple system cable operators, telecommunications firms, wireless, satellite and other service providers.

- ◆ CED readers oversee annual budgets of \$50,000 to over \$1 million and are directly involved in the specification and purchase of:
 - ◆ Test Equipment
 - ◆ Telecommunications Equipment
 - ◆ Wireless
 - ◆ Subscriber/Distribution/Headend Equipment
 - ◆ Fiberoptics
 - ◆ Contractor Services and More!
- ◆ Ideal for marketing:
 - ◆ Communications & Technically Related Trade Shows
 - ◆ Training Programs
 - ◆ Test & Measurement Equipment
 - ◆ Electronic/Digital Equipment Catalogs
 - ◆ Computer Hardware & Software



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

Size of List: 23,000

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
Internet Usage	\$20/M
Job Function	\$15/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:
14,361**

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

SEE ALSO:

Broadband Week (Former Subscribers)
Broadcasting & Cable Yearbook
Broadcasting & Cable
Cablevision (Former Subscribers)
CommVerge (Former Subscribers)
Multichannel News
Wireless Week

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	100
NH	030-038	146
VT	050-059	76
MA	010-027	580
RI	028-029	76
CT	060-069	360
New England		5.8% 1,338
NY	100-149	1,468
NJ	070-089	757
PA	150-196	1,148
Middle Atlantic		14.7% 3,373
OH	430-458	681
IN	460-479	394
IL	600-629	782
MI	480-499	521
WI	530-549	380
East North Central		12.0% 2,758
MN	550-567	431
IA	500-528	285
MO	630-658	448
ND	580-588	85
SD	570-577	115
NE	680-693	190
KS	660-679	363
West North Central		8.3% 1,917
DE	197-199	59
MD	206-219	431
DC	200-205	120
VA	220-246	677
WV	247-268	119
NC	270-289	580
SC	290-299	256
GA	300-319	956
FL	320-349	1,258
South Atlantic		19.4% 4,456
KY	400-427	255
TN	370-385	344
AL	350-369	296
MS	386-397	155
East South Central		4.6% 1,050
AR	716-729	207
LA	700-714	252
OK	730-749	287
TX	750-799	1,404
West South Central		9.3% 2,150
MT	590-599	94
ID	832-838	112
WY	820-831	76
CO	800-816	679
NM	870-884	103
AZ	850-865	354
UT	840-847	124
NV	889-898	145
Mountain		7.3% 1,687
AK	995-999	93
WA	980-994	432
OR	970-979	260
CA	900-961	2,773
HI	967-968	61
Pacific		15.7% 3,619
United States		97.2% 22,348
U.S. Territories		0.2% 38
Canada		2.7% 612
Mexico		—
Other International		—
APO/FPO		0.0% 2
Unknown		—
Total		100.0% 23,000

Business Type**Job Function**

Application Service Provider	363	Executive Management	6,221
Backbone Network Provider	848	Operations Management	3,730
Broadband Equipment		Engineering Management	4,172
Manufacturer	1,450	Technical Management	3,218
Broadband/Data Local Exchange		IT/IS/Network or Communication	
Carrier	903	Management	591
Cable TV Independent Operator	2,229	Internet/Interactive/New Media	
Cable TV MSO	12,178	Management	245
Competitive Telephone Company	986	Engineering Staff	2,093
Incumbent Telephone Company	1,817	Technical Staff	2,274
Internet Service Provider	809	Purchasing	434
Satellite Based Service Provider	388		
Software	369		
Wireless Service Provider	653		

Internet Usage**Buying Authority***

		My Company Buys Via the Internet	2,139
		My Company Sells Via the Internet	1,393
		I Buy Via the Internet on Behalf of	
		My Company	1,876
Broadband Content	5,061		
Cable Modems, CMTSs & Related			
Data Equipment	7,532		
Coaxial Cable, Components & Other			
Distribution Hardware	8,149		
Equipment Repair Services	5,780		
Fiber Optic Cable, Optoelectronics,			
Components, Systems &			
Accessories	8,587		
Fixed Wireless Equipment	4,588		
Headend Equipment	8,004		
Home Networking Equipment &			
Software	1,512		
OSS & Network Monitoring/			
Management & Software	4,466		
Outside Plant Equipment/Tools	7,132		
Powering Equipment	6,738		
Set-tops & Other Video CPE	6,093		
Telephony Equipment	5,927		
Test & Measure Equipment	9,782		
Transmission Equipment	8,017		
VOD/Interactive TV Equipment	4,998		
Other Broadband Equipment	5,743		

Source: Publisher's own data

* Multiple Response