

A controlled circulation list from *ECN* will help you navigate through the clutter to ensure your company's voice is heard. Reach the electronic OEM audience that is making key design and product decisions right now.

- ◆ Target the original manufacturers of electronic and electro-mechanical systems and sub-systems.
- ◆ Reach the engineers, managers, and purchasers along every phase of the design-build process who are involved in:
  - ◆ Computers
  - ◆ Medical Electronics
  - ◆ Computer Systems
  - ◆ Consumer Electronics
  - ◆ Communication Equipment
  - ◆ Aerospace Systems
  - ◆ Industrial Controls
  - ◆ Automotive
  - ◆ Test Equipment
- ◆ These busy design and development engineers and managers have the authority to evaluate, specify and buy all types of products and services such as:
  - ◆ Electronic Components & Sub-Assemblies
  - ◆ Microcomputers & Software
  - ◆ Test & Measurement Equipment
  - ◆ Packaging Materials
  - ◆ And More!



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

**Size of List: 126,030**

**Base Price: \$145/M**

### Multi-Channel Pricing

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

**Size of E-List:  
52,840**

**E-List Base Price:  
\$445/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
Design Involvement	\$10/M
Employee Size	\$10/M
Internet Usage	\$20/M
Job Function	\$15/M
Recency	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

### SEE ALSO:

CircuitTree

DecisionMaker® Electronics Marketplace Database

Design News

EDN

Electronic Business

Electronic Packaging & Production (Former Subscribers)

Semiconductor International

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	375
NH	030-038	1,096
VT	050-059	273
MA	010-027	5,202
RI	028-029	463
CT	060-069	2,310
<b>New England</b>		<b>7.7%</b> <b>9,719</b>
NY	100-149	6,539
NJ	070-089	4,199
PA	150-196	5,521
<b>Middle Atlantic</b>		<b>12.9%</b> <b>16,259</b>
OH	430-458	5,394
IN	460-479	2,828
IL	600-629	6,898
MI	480-499	5,089
WI	530-549	3,047
<b>East North Central</b>		<b>18.5%</b> <b>23,256</b>
MN	550-567	3,203
IA	500-528	1,067
MO	630-658	1,619
ND	580-588	173
SD	570-577	260
NE	680-693	609
KS	660-679	1,033
<b>West North Central</b>		<b>6.3%</b> <b>7,964</b>
DE	197-199	257
MD	206-219	2,510
DC	200-205	253
VA	220-246	2,486
WV	247-268	300
NC	270-289	2,705
SC	290-299	1,173
GA	300-319	2,025
FL	320-349	4,624
<b>South Atlantic</b>		<b>13.0%</b> <b>16,333</b>
KY	400-427	1,019
TN	370-385	1,569
AL	350-369	1,282
MS	386-397	551
<b>East South Central</b>		<b>3.5%</b> <b>4,421</b>
AR	716-729	507
LA	700-714	596
OK	730-749	920
TX	750-799	8,057
<b>West South Central</b>		<b>8.0%</b> <b>10,080</b>
MT	590-599	185
ID	832-838	520
WY	820-831	98
CO	800-816	2,028
NM	870-884	740
AZ	850-865	2,430
UT	840-847	1,003
NV	889-898	432
<b>Mountain</b>		<b>5.9%</b> <b>7,436</b>
AK	995-999	72
WA	980-994	2,094
OR	970-979	1,525
CA	900-961	22,049
HI	967-968	129
<b>Pacific</b>		<b>20.5%</b> <b>25,869</b>
<b>United States</b>		<b>96.3%</b> <b>121,337</b>
<b>U.S. Territories</b>		<b>0.0%</b> <b>50</b>
<b>Canada</b>		<b>3.7%</b> <b>4,630</b>
<b>Mexico</b>		—
<b>Other International</b>		—
<b>APO/FPO</b>		<b>0.0%</b> <b>13</b>
<b>Unknown</b>		—
<b>Total</b>		<b>100.0%</b> <b>126,030</b>

## Business Type

## Job Function

## Buying Authority\*

Automotive, Ground Vehicles	9,333
Avionics, Aircraft, Military/Aerospace	9,095
Cellular/Consumer Phones, PCS	1,496
Communications Systems & Equipment	624
Computer Peripherals	2,382
Consumer Electronics	7,661
Contract Manufacturers	7,894
EDA Tools	429
Electronic Instruments, ATE Systems, Design, Measurement, & Test Equipment	10,327
Government or Military Agency	286
ICs & Semiconductors	3,995
Independent/Academic/Consultants	1,474
Industrial Controls, Systems, Equipment & Robotics	17,926
LANs, WANs Hardware/Software	1,096
Mainframes & Supercomputers	2,637
Medical Devices	4,390
Multimedia Systems & Equipment	1,183
Network-Related Hardware/Software	6,725
Passive Components, Switches, Connectors, Indicators, Relays	1,497
PDA's & Handheld Units	299
Personal Computers	2,560
Real Time OS/Development Tools	364
RF & Microwave Systems	2,864
Software & Algorithm Developers	2,366
Technical/Engineering Consulting Firms	2,118
Wired, Wireless, Fiber-Optic Networks	5,253
Workstations, Mid-Range Computers	2,637
Other Communication Systems & Equipment	6,082
Other Computer Systems	2,844
Other Electronic Components	1,209
Other Manufacturers Incorporating Electronic Equipment in their End Products	6,418

Engineering Staff	49,292
Executive Management	26,331
R&D Engineering	14,568
R&D Management	5,347
Section/Project Management	15,442
Technical Services Management	8,679
Technical Services Staff	6,371

## Design Involvement\*

Analog Design	60,579
Digital Design	65,190
Software Design	45,120
Systems Design	65,637

## Employee Size

Less than 50	38,293
50-99	13,020
100-249	19,759
250-499	14,100
500-999	12,555
1,000-2,499	13,095
2,500 or More	14,372

A/D, D/A, Converters	41,863
Analog ICs	17,038
Analog/Mixed Signal	41,761
Batteries	48,504
Circuit Protection Devices	50,751
Computer Boards	52,446
Connectors & Assemblies	78,025
Cooling Products	36,769
DSP's	43,561
Data Conversion ICs (A/D, D/A)	15,814
Discrete Semiconductors	44,381
Displays	65,292
Electromechanical Devices	72,600
Enclosures & Packaging	68,619
FPGAs	38,641
Gate Arrays	35,278
Inductors & Transformers	48,346
Logic ICs	43,832
Memory ICs	42,885
Microprocessors/Microcontrollers	67,706
Optoelectronic Devices	45,574
PLDs	43,808
Passive Components	18,190
Power Semiconductors	58,153
Power Sources	20,326
Power Supplies	60,082
Resistors, Capacitors & Potentiometers	54,331
Sensors & Transducers	50,277
Software	63,385
Solid State Memory	16,302
Switches & Relays	49,128
Test Equipment	78,476
Wire & Cable	53,355

## Internet Usage

My Company Buys Via the Internet	68,862
My Company Sells Via the Internet	48,885
I Buy Via the Internet on Behalf of My Company	54,321