

DecisionMaker® Finance Marketplace Database

The DecisionMaker® Finance Marketplace Database contains over 310,000 individuals who are directly involved in the financial affairs of their companies.

- ◆ Reach professionals with titles including:
 - ◆ Accountant
 - ◆ Financial Manager
 - ◆ Treasurer
 - ◆ Employee Benefits Director
 - ◆ Chief Financial Officer
 - ◆ Vice President
 - ◆ Auditor
- ◆ This list is ideal for promoting products and services like:
 - ◆ Association Memberships
 - ◆ Seminars
 - ◆ Computers/Hardware/Software
 - ◆ Business Supplies & Equipment
 - ◆ Subscriptions

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: 310,688

Base Price: \$140/M

Multi-Channel Pricing

Mailing/Telemarketing: \$240/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
Fortune 1000	\$15/M
Home Address	n/c
Multi-Source	\$10/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
Specific Title	\$15/M
Telephone Numbers	\$60/M

SEE ALSO:

- DecisionMaker® Building/Construction Marketplace Database**
- DecisionMaker® IT Marketplace Database**
- DecisionMaker® Management Marketplace Database**
- DecisionMaker® Manufacturing Marketplace Database**
- Executives – Financial Decision Makers**
- Executives – Financial Service Firms**

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	1,259
NH	030-038	1,520
VT	050-059	835
MA	010-027	10,896
RI	028-029	1,313
CT	060-069	5,879
New England		7.0% 21,702
NY	100-149	27,877
NJ	070-089	12,055
PA	150-196	14,906
Middle Atlantic		17.7% 54,838
OH	430-458	13,605
IN	460-479	6,643
IL	600-629	18,106
MI	480-499	9,777
WI	530-549	6,995
East North Central		17.7% 55,126
MN	550-567	6,816
IA	500-528	3,690
MO	630-658	6,521
ND	580-588	906
SD	570-577	919
NE	680-693	1,989
KS	660-679	3,006
West North Central		7.7% 23,847
DE	197-199	1,225
MD	206-219	6,309
DC	200-205	2,959
VA	220-246	8,313
WV	247-268	1,140
NC	270-289	7,350
SC	290-299	2,695
GA	300-319	7,866
FL	320-349	13,921
South Atlantic		16.7% 51,778
KY	400-427	3,378
TN	370-385	4,934
AL	350-369	3,619
MS	386-397	1,688
East South Central		4.4% 13,619
AR	716-729	2,038
LA	700-714	2,807
OK	730-749	2,740
TX	750-799	16,924
West South Central		7.9% 24,509
MT	590-599	918
ID	832-838	994
WY	820-831	437
CO	800-816	4,779
NM	870-884	986
AZ	850-865	4,073
UT	840-847	2,216
NV	889-898	1,379
Mountain		5.1% 15,782
AK	995-999	582
WA	980-994	5,111
OR	970-979	3,235
CA	900-961	35,473
HI	967-968	980
Pacific		14.6% 45,381
United States		98.7% 306,582
U.S. Territories		0.2% 506
Canada		1.2% 3,600
Mexico		—
Other International		—
APO/FPO		—
Unknown		—
Total		100.0% 310,688