


# HOW TO READ A DATACARD:



**DEFINITIVE DATA**  
INCORPORATED™

## THE DEFINITIVE DATABASE™

### INFORMATION TECHNOLOGY PROFESSIONALS ←

**Subscribers/Attendees/Buyers (gross)**

**4,496,747 TOTAL LIST** ..... \$200/M

Telemarketing ..... \$200/M\*

Postal + Telemarketing ..... \$400/M\*

\*\$50/M Additional Phone Select Applies

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**database DESCRIPTION**

The **DefinitiveDatabase™ Information Technology Professionals** file contains professionals who are subscribers to the most highly regarded controlled circulation trade publications published for the Information Technology and Business-to-Business Markets. The file consists of IT professionals representing thousands of U.S.-based companies including small companies, mid-sized companies and Fortune 1000 companies.

These information technology professionals make major purchasing decisions for the full spectrum of IT related products and services used by their companies. Their purchasing involvement extends into many other categories including seminars, webinars, trade shows, publications and many additional products and services. The hundreds of selectable categories (many unavailable elsewhere) make **The DefinitiveDatabase™** the premier resource for IT and B-to-B marketers. The extensive selectability includes purchasing authority, software and hardware installed, operating systems and all of the other standard selections.

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**SELECTIONS (ADDITIONAL Cost/M)**

**Database Selections Available:**

Job Titles.....\$5/M	Computer Model.....\$10/M
Job Function.....\$5/M	Computer Type.....\$10/M
Industry.....\$5/M	Operating System.....\$10/M
Company Size.....\$5/M	Software Installed.....\$10/M
Geography.....\$5/M	Products Specified.....\$10/M
SIC.....\$5/M	Telephone Numbers.....\$50/M
Sales Volume.....\$5/M	

Please see Following Page for More Selections

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Multi-Buyers - Please Inquire

All lists are delivered de-duplicated. You pay only for net names.

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**recommended USAGE**

Catalogs, Seminars, Subscriptions, Computer-Related Products and Services, eCommerce, Association Memberships, Travel, Manufacturing, Communications, Research and Development, Project Management, Engineering, Information Systems, Corporate Management, Architect/ Construction, Printing, Networking, Website, Multimedia, Computer Hardware/Software, Tradeshows, Catalog Offers, Financial Services, Newsletters, Courses, Publishing, Electronics, Fundraising Offers and Much More!

**Spring 2004**

Maintenance: Updated Quarterly

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**Format:**

Cheshire Labels	N/C
PSLs	\$10/M
Magnetic Tape	\$30/F
Diskette	\$50/F
Email Delivery	\$75/F

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**Minimum Order:**

5,000 Names

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**Source:**

Active Subscribers  
Buyers

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**Order Requirements:**

- Sample Mail Piece required.
- All orders must be shipped to a 3rd party lettershop.
- Prepayment is required for all first time mailers.

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Page 1 of 2

Please see Following Page for Selections

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**www.definitivedatabase.com**

THE MOST EXTENSIVE IT AND BUSINESS TO BUSINESS DATABASE AVAILABLE!

List Title

List Size

Basic Pricing Per Thousand Names (M)

Pricing for Phone Numbers & Postal Plus Phone Numbers

List Description

Basic Selects per M

Recommended Usage Category

Frequency of List Updates

Delivery Formats & Pricing

Minimum Order

Source of List Names

Order Requirements

Contact Information