

List Title

List Size

Pricing for Postal Names

/M = Per Thousand Names
/F = Flat Fee

List Description

Basic Selections and Pricing

Recommended Uses for this List

Frequency of List Updates

Delivery Formats & Pricing

Minimum Order

Source of List Names

Order Requirements

Contact Information



THE DEFINITIVE DATABASE™

MASTERFILE ←

Subscribers/Attendees/Buyers (gross)

12,358,251 TOTAL LIST.....\$200M

Telemarketing.....\$200M*

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

*\$0M Additional Phone Select Applies

database DESCRIPTION

The DefinitiveDatabase™ is the most extensive Information Technology and Business to Business postal mailing list resource available. The highly selectable database is comprised of qualified subscribers from over 200 of North America's most well respected controlled circulation trade publications. With over 12 million individual records and hundreds of highly selectable segments [many unavailable elsewhere] business marketers have the ability to use the extensive selectability to accurately target the smallest of niche markets to the broadest market segments. Segments include purchasing authority, software and hardware installed, operating systems and all of the other standard selections.

SELECTIONS (ADDITIONAL Cost/M)

Database Selections Available:	Additional Selections Available:
Job Titles (160 Titles).....\$5M	Senior/Corporate Management.....2,295,414
Job Function (286 Functions).....\$5M	C-Level/CXO Management.....306,589
Industry (68 Industries).....\$5M	VP-Level Executives.....304,700
Company Size.....\$5M	Financial Management.....435,314
Geography.....\$5M	IT/IMS Management.....4,496,747
SIC.....\$5M	Engineers/Engineering Mgmt.....1,584,176
Sales Volume.....\$5M	Data Commun./Network Mgmt.....544,135
Computer Model.....\$10M	Marketing/Sales Professionals.....626,477
Computer Type.....\$10M	Project Managers.....505,121
Operating System.....\$10M	Medical/Pharmaceutical/Technical.....341,680
Software Installed.....\$10M	Human Resources Management.....151,177
Products Specified.....\$10M	SOHO.....231,072
Telephone Numbers.....\$50M	Small Business Owners.....683,351

Choose from Over 160 Job Titles, 286 Job Functions and 68 Industry Classifications!

Multi-Buyers - Please Inquire

All lists are delivered unduplicated - net name output to mailers.

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!

THE MOST EXTENSIVE IT AND BUSINESS TO BUSINESS DATABASE AVAILABLE!

Spring 2004

Maintenance: Updated Quarterly

Format:

Cheshire Labels	N/C
PSUs	\$10M
Magnetic Tape	\$30/F
Diskette	\$50/F
Email Delivery	\$25/F

Minimum Order:

5,000 Names

Source:

Active Subscribers
Buyers

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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Please see Following Pages for Selections

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