

# SME MASTERFILE LIST

Over 1,059,000 Engineers, Managers and Technical Professionals!



- Continuously updated
- 100% Named individuals
- 100% Response-generated
- 99% Deliverability guaranteed
- NCOA updated/CASS Certified

## Masterfile Name Sources\*

Name Source	Description
Exposition Attendees and Pre-Registers	Buyers and specifiers of capital equipment
Paid SME Members	\$125+/year Dues
Paid Attendees, SME Continuing Education Events	\$500-\$1,000+ Unit of Sale
Mail Order Buyers: Books, Videos and Video Training, CD-Roms (2/3 are multi-buyers)	\$50-\$5,000+ Unit of Sale
Magazine Subscribers: <i>Manufacturing Engineering</i>	Qualified titles and job functions; BPA-audited; Circulation statement available on request

\*Totals are over 100% since most names are multi-buyers with multiple activity codes.

## RATES

Base price: ..... \$140/M (Per thousand)

Minimum order charge: ..... \$550.00

### Selections/Charges:

Geographic (State or zip code) .....	\$15/M
Plant size .....	\$15/M
SIC code (2 or 4-digit) .....	\$15/M
Job function/classification .....	\$15/M
Job title keyword(s) .....	\$15/M
Technical interest .....	\$15/M
Phone Numbers.....	\$65/M

### Combination Pricing ..... Base Rate\*

Telemarketing & Mailing List .....	\$290/M
Mail & Email .....	\$395/M
Email & Telemarketing .....	\$425/M
Mail, Telemarketing & Email .....	\$485/M

\*Selects and Transmission fee are additional.

## OUTPUT OPTIONS

Pressure Sensitive Labels (peel & stick) .....	\$15/M
Diskette (ASCII/comma-delimited) .....	\$.50/flat
Electronic/E-mail (ASCII/comma-delimited) ..	\$.50/flat
FTP (ASCII/comma-delimited).....	\$.50/flat

## Select by Technical Interest

### Automated Manufacturing & Assembly

**378,191**

Assembly & Joining	114,596
Automation & Controls	19,809
Machine Vision Systems	6,128
Material Handling	125,552
NC/ CNC/DNC	130,347
Robotic Fundamentals	120,495

### Engineering Materials

**87,786**

Composites	4,560
Heat Treating Fundamentals	2,311
Metals	12,365

### Finishing & Coating

**129,496**

Automated Coating	3,172
Finishes, Curing	3,335
Liquid Coating	4,737
Plastic Finishing	22,046
Parts Cleaning & Degreasing	48,898
Powder Coating Processes	5,381
Spray Finishing	3,495

### Plastics Molding & Manufacturing

**127,010**

Blow Molding	9,524
Extrusion	19,189
Injection Molding	59,827
Moldmaking	2,216
Plastic Materials & Compounding	26,073

### Electronics Manufacturing

**7,050**

Mold, Tool & Die Design	73,537
Manufacturing Services	53,683
Research & Development	5,591

### Forming & Fabricating

**355,943**

Casting	9,176
Coil Handling & Processing	30,410
Coolants & Lubricants	86,319
Dies	31,067
Extruding	21,112
Hydroforming	14,497
Laser & Plasma Cutting	74,174
Lasers & Related Equipment	75,814
Plate & Structural Fabricating	26,871
Press Brakes	64,858
Presses	21,734
Punching	76,549
Roll Forming	26,512
Sheet Metal Fabricating Proc.	37,051
Stamping	50,631
Tooling, Forming & Fabricating	18,564
Tube & Pipe	39,549
Welding	135,453

### Machining & Material Removal

**464,290**

Chucks	91,124
Cutting Tools & Accessories	156,356
Deburring & Edge Finishing	84,277
Drilling/Reaming/Tapping	87,447
Electrical Discharge Machining (EDM)	80,605
Grinding	121,445
Jigs & Fixtures	21,608
Machining Centers	173,143
Milling	181,625
Sawing Machines & Systems	107,526
Screw Machining	50,243
Turning & Boring	172,214

### Product & Process Design Management

**392,648**

Computer-Aided-Design (CAD)	54,210
Cost Estimating	5,102
Internet & E-Manufacturing	4,252
Lean Manufacturing	78,389
Plant Engineering & Maintenance	16,291
Plant Layout	4,038
Product Design & Automation	77,109
Rapid Prototyping	35,230
Workplace Safety & Ergonomics	91,095

### Quality

**138,378**

Geometric Dimensioning & Tolerancing	1,937
Quality Certification & Registration	1,482
Statistical Process Control	6,906

### Controls, CAD/CAM Software

**265,883**

Software, CAD/CAM:	144,955
Computer-Aided-Engineering Equip.	8,861
Computer-Integrated-Mfg.	19,806
Software, Manufacturing:	80,666
Flexible Manufacturing Systems	59,928
Simulation	3,112
Software, ERP/MRP & Supply Chain Management	17,137
Software, Project Management	9,391
Software, Purchasing & Inventory Control	9,391

### Measurement, Inspection & Testing

**95,986**

Coordinate Measuring Machines	51,912
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Questions? Mary Venianakis (800) 523-0922 - [lstrentals@sme.org](mailto:lstrentals@sme.org)

# SME MASTERFILE LIST

continued...



## Select by Industry Groupings

Machine Shops	85,530
Autos & Auto Parts	57,785
Tool & Die Shops	34,263
Aircraft, Aircraft Engines & Parts	25,050
Medical/Dental Instruments	23,733
Plastic Parts/Products	20,637
Farm/Construction/Lawn/ Mining Machines	17,781
Machine Tools	14,534
Metal Stampings	14,394

Other Industries also selectable by SICs and NAICS.

## Select by Plant Size

1-19	200,153
20-49	186,836
50 - 99	111,288
100 - 249	135,061
250 - 499	80,480
500 - 999	54,500
1,000 - 2,499	39,410
2,500 and over	33,012

## Select by Job Title (Individual Keywords)

<b>EXECUTIVE</b>	<b>439,812</b>
Management	125,368
President	89,520
Owner	54,238
V.P.	43,450
Supervisor	30,354
Senior	24,502
Director	22,552
Purchasing	17,949
Leader	11,721
C.E.O.	8,251
Executive	4,890
Chief	4,420
Chairman	2,597

<b>TECHNICAL</b>	<b>254,966</b>
Engineer	161,936
Technician	18,815
Design	17,475
Project	14,882
Programmer	10,629
Process	9,933
Mechanical	7,722
Development	7,716
CAD/CAM	3,095
Systems	2,763

## Select by NAICS Industries

332 Fabricated Metal Products	200,774
333 Machinery Manufacturing	160,667
334 Computers & Electronics	42,036
335 Electrical Equipment	22,566
336 Transportation Equipment	89,322
337 Furniture & Related Products	9,081
339 Miscellaneous Manufacturing	44,669

## Select by Industry Types / SICs

33 Primary Metal Industries	24,474
34 Fabricated Metal Products	118,134
35 Machinery, except Electrical	259,156
36 Electric and Electronic Equipment	43,911
37 Transportation Equipment	72,719
38 Instruments and Related Products	41,152

Other SICs and NAICS also selectable

## Select by Job Function

Manufacturing Production	245,349
Corporate Executive	223,005
Manufacturing Engineering	143,655
Product Design / R&D	84,676
Job Shop Owner	63,598
Sales/Marketing	62,579
Purchasing	27,156
Quality Management	27,313
Control Engineering	15,145

<b>INDUSTRIAL</b>	<b>162,499</b>
Operations	30,528
Tools	26,996
Production	21,311
Plant	20,315
Quality	15,763
Maintenance	10,586
Foreman	9,775
Mechanical	7,722
Molding	6,566
Welding	6,125
Industrial	3,840
Materials	2,972

**Additional SIC Codes (2 or 4-digit) or NAICS Codes (3 or 6-digit) Industry Groupings, and Title Keyword selects are available.**

**Questions?**

**Call Mary Venianakis  
(800) 523-0922**

**E-mail: [listrentals@sme.org](mailto:listrentals@sme.org)**

**FAX your order to (800) 820-0991**

**or**

**Ph. (313) 425-3265 Fax (313) 425-3417**

## Select Geographically

<b>New England</b>	<b>90,296</b>
Maine	3,026
New Hampshire	9,270
Vermont	2,977
Massachusetts	36,438
Rhode Island	5,256
Connecticut	33,329

<b>Middle Atlantic</b>	<b>66,258</b>
New York	27,982
New Jersey	11,431
Pennsylvania	26,845

<b>East North Central</b>	<b>281,915</b>
Ohio	67,136
Indiana	32,575
Illinois	71,488
Michigan	76,868
Wisconsin	33,848

<b>West North Central</b>	<b>59,473</b>
Minnesota	24,353
Iowa	10,936
Missouri	12,080
North Dakota	1,163
South Dakota	1,852
Nebraska	3,458
Kansas	5,631

<b>South Atlantic</b>	<b>89,113</b>
Delaware	886
Maryland	4,901
Virginia	9,166
West Virginia	1,551
North Carolina	26,046
South Carolina	13,719
Georgia	13,236
Florida	19,608

<b>East South Central</b>	<b>32,148</b>
Kentucky	8,722
Tennessee	13,635
Alabama	7,150
Mississippi	2,641

<b>West South Central</b>	<b>50,798</b>
Arkansas	3,677
Louisiana	3,357
Oklahoma	5,252
Texas	38,512

<b>Mountain</b>	<b>23,362</b>
Montana	720
Idaho	1,752
Wyoming	440
Colorado	5,544
New Mexico	1,899
Arizona	7,070
Utah	4,086
Nevada	1,851

<b>Pacific</b>	<b>176,033</b>
Alaska	222
Washington	8,615
Oregon	5,183
California	161,729
Hawaii	284

<b>Total US</b>	<b>869,396</b>
<b>Canada</b>	<b>190,314</b>

International geographic selects (by country) also available.

# SME LIST ORDER FORM



Date \_\_\_\_\_ PO# \_\_\_\_\_

## BILL TO:

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_

Authorized by: \_\_\_\_\_

## SEND TO - THIRD PARTY AGENT:

(Street & number needed for shipping)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_

Package Identification \_\_\_\_\_

In order to provide you with the most updated lists, please send returned or undeliverable mail to:

SME, Circulation Department, 1 SME Drive, Dearborn, MI 48128

(See Terms & Conditions Below)

## FORMAT:

Lists are sorted by 9 and 5-digit east/west numerical zip code sequence. One (1) format output only.

- Pressure sensitive labels (peel and stick):**  
Add \$15.00 per thousand names.
- Diskette:** ASCII/comma-delimited - Add \$50.00 flat fee.
- Electronic/E-mail: Third Party Agent's Email:**  
\_\_\_\_\_  
ASCII/comma-delimited file - Add \$50.00 flat fee.
- FTP** - ASCII/comma-delimited - \$50.00 flat fee.  
Instructions \_\_\_\_\_
- Include** Plant Size and/or SIC Code in output @ \$15/M each

## SHIPPING INSTRUCTIONS:

- Ground ..... \$5.00
- Second Day Air ..... \$9.00
- Next Day Air (priority) ..... \$31.00
- Next Day Air (standard) ..... \$15.00
- Foreign/ Canada ..... \$31.00
- Bill Recipient or 3rd Party:  
Account #/Carrier \_\_\_\_\_

Need-By Date: \_\_\_\_\_ Mail Date: \_\_\_\_\_

## SORT/SELECTION SUMMARY:

\_\_\_\_\_  
\_\_\_\_\_

### PRICING:

Domestic Base Price ..... \$140/M(Per thousand)  
International Masterfile:.....\$250/M  
Minimum Order - Mailing Lists.....\$550  
Minimum Order Quantity - Telemarketing Lists.....3,000

Selections (Per category):.....\$15/M  
Phone Numbers.....\$65/M  
Key Coding: Indicate code \_\_\_\_\_ \$5/M

Total cost: \_\_\_\_\_ Quantity Ordered \_\_\_\_\_  
Cost per thousand (Base price + Selections) x Qty. + Output + Shipping

### ✓ LIST ORDER CHECKLIST

- 1 - All sections of order form completed?
- 2 - Sign List Rental Agreement?
- 3 - FAX sample mail piece or summary of offer/product?  
If an event, need topic/date/location.  
FAX (800) 820-0991 • PHONE (800) 523-0922

## TERMS & CONDITIONS

1. Names are rented for one-time usage only. Sample mail piece/telemarketing script must be approved before names can be released. Lists are not available for offers deemed competitive with any SME offer. SME reserves the right to refuse rental of its mailing lists. Lists are not to be reused (unless under multi agreement), duplicated, transferred, disclosed or appended for phone or fax numbers.
2. Commission discounts applied on the base list rental price to recognized and qualified list brokers and advertising agencies.
3. Lists are updated continuously and guaranteed to be 99% deliverable if mailed via first or third class mail within 45 days of receipt. Non-deliverables in excess of 1% will be refunded for cost of names plus the rate of outgoing postage. Non-deliverables must be received by SME no later than 30 days after first attempted delivery. Please send undeliverable mail to SME, Circulation Department, 1 SME Drive, Dearborn, MI 48128.
4. SME requires shipment of all lists to only Agents/Third-Parties performing mailing services on behalf of List Renter.

5. A List Rental Agreement must be signed by the mailer (not an agent or third party) before our lists will be released.
6. All SME Lists are monitored for unauthorized and illegal usage. Mailer understands that Lists contain decoy names. Mailers that reuse a SME List without prior consent will be subjected to penalties and may lose their right to future rentals. Penalties will include the full purchase price of the mailed List, which includes the base cost and selection charges based on the total number of names on the original order, plus a flat penalty fee of \$1,000.00 for each occurrence.
7. Labels, tapes or diskettes of cancelled orders must be returned to SME within 30 days of shipment to qualify for credit. Cancelled orders will be billed \$10.00/M running charges plus shipping and format charges. Minimum running charge is \$150.00. Orders cancelled after scheduled mail date will be billed at full charge.
8. Full payment is due within 30 days of invoice. Pre-payment is required for first time list renters.

**Thank you for using SME lists!**

# SME LIST RENTAL AGREEMENT



Date: \_\_\_\_\_

Company: \_\_\_\_\_

**SME requires shipment of all lists to only Third-Party Agents performing mailing services on behalf of List Renter.**

WHEREAS the Society of Manufacturing Engineers ("SME") develops and maintains certain mailing lists (the "list" or "list(s)"), and

WHEREAS said lists constitute trade secrets of SME, in which SME has exclusive proprietary rights and interests, and

WHEREAS List Renter has agreed to rent from SME or an authorized agent of SME one or more of said lists and to maintain the confidentiality of same, List Renter Agrees:

1. To maintain as strictly confidential and not in any manner directly or indirectly cause or permit any list(s) or any part thereof to be duplicated, reproduced, disclosed, transferred, retained in any form, or appended for phone or fax numbers. List Renter shall instruct each of its employees and agents who has any access to any list, of its obligations under this Agreement.
2. No list shall be used for any purpose other than the purpose as described in sample mail piece for which it is rented. The use of any list shall be limited solely and exclusively to the specific merchandise or service approved by SME and described in the applicable sample mailing piece.
- 3. All lists shall be erased or otherwise destroyed immediately after such use, regardless of the form in which they are rented.**
4. List Renter agrees to indemnify and make SME whole for any violation of this Agreement by List Renter or any of its employees or agents. List Renter agrees that any violation of this Agreement cannot be adequately redressed by an award of damages, and that SME shall be entitled to injunctive relief from such violation, in addition to all other remedies available to SME under the law. In the event of any said violation, List Renter agrees that it will be additionally liable to SME for all costs and Attorneys' fees incurred by SME in seeking redress of said violation.
5. List Renter acknowledges reading and agreeing to be bound by SME's Terms and Conditions stated on the SME List Order Form. List Renter understands that SME Lists are for one-time use only and that any unauthorized use is subject to penalties. Penalties will include the full purchase price of the mailed List, which includes the base cost and selection charges based on the total number of names on the original order, plus a flat penalty fee of \$1,000.00 for each occurrence.
- 6. Full payment is due within 30 days of invoice. Pre-payment is required for first time list renters.**

\_\_\_\_\_  
*Authorized Signature*

\_\_\_\_\_  
*Title*

List Renter: