

# SME LEAN DIRECTIONS & QUALITY IN MANUFACTURING

## E-NEWSLETTER SUBSCRIBER LIST

Email and Postal lists Now Available!



### Mailing List Counts - 17,593 names

#### Select by Plant Size

1-19	987
20-49	1,967
50 - 99	1,301
100 - 249	3,719
250 - 499	2,704
500 - 999	2,090
1,000 - 2,499	1,600
2,500 and over	1,504

#### Select by Job Function

Manufacturing Engineering	7,915
Manufacturing Production	2,018
Corporate Executive	2,119
Job Shop Owner	1,755
Quality Assurance / Control	828
Product Design / R&D	525
Purchasing	219

#### Select by Industry (NAICS)

332 - Fabricated Metal Products	3,234
333 - Machinery Mfg.	2,924
334 - Computer & Electronics	1,245
336 - Transportation Mfg.	3,022
339 - Miscellaneous Mfg.	1,164

### MAILING LIST RATES

Base Price: .....	\$140/M
Minimum order charge: .....	\$550.00
<b>Selections/Charges:</b>	
Plant size .....	\$15/M
Job function .....	\$15/M
Industry (NAICS or SIC) .....	\$15/M
Geography .....	\$15/M
Combination Pricing .....	Base Rate*
Mail & Email .....	\$395/M

\*Selects and Transmission fee are additional.

### Email List Counts - 15,024 names

#### Select by Plant Size

1-19	720
20-49	1,688
50 - 99	1,155
100 - 249	3,356
250 - 499	2,429
500 - 999	1,840
1,000 - 2,499	1,401
2,500 and over	1,266

#### Select by Job Function

Manufacturing Production	1,617
Corporate Executive	1,710
Manufacturing Engineering	7,267
Job Shop Owner	1,636
Product Design / R&D	377
Quality Management	674
Purchasing	163

#### Select by Industry (NAICS)

332 - Fabricated Metal Products	3,016
333 - Machinery Mfg.	2,694
334 - Computer & Electronics	1,128
336 - Transportation Mfg.	2,826
339 - Miscellaneous Mfg.	1,098

### EMAIL LIST RATES

Base Price: .....	\$305/M
Minimum order quantity: .....	5,000
Transmission: .....	\$100/M
Plant Size .....	\$15/M
Job Function .....	\$15/M
Industry (NAICS or SIC) .....	\$15/M
Geography .....	\$15/M
Link tracking .....	\$50/flat
Suppression file .....	\$95/flat

**Questions? Call Mary Venianakis (800) 523-0922**  
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**FAX your order to (800) 820-0991 or**  
**Ph. (313) 425-3265 Fax (313) 425-3417**