

# Finishing & Coating Masterfile/SME

Over 116,000 Engineers, Managers and Technical Professionals!



- ◆ Continuously updated
- ◆ 100% Named individuals

- ◆ 100% Response-generated
- ◆ 99% Deliverability guaranteed

## Select by Job Function

Manufacturing Production	30,285
Corporate Executive	26,649
Manufacturing Engineering	19,426
Product Design/R&D	12,300
Job Shop Owner	7,892
Sales/Marketing	4,506
Purchasing	3,895
Quality	3,837

## Select by Plant Size

1 - 19	24,548
20 - 49	24,029
50 - 99	15,209
100 - 249	19,891
250 - 499	11,664
500 - 999	6,847
1,000 - 2,499	4,271
2,500+	3,663

## Select by Technical Interest

Parts Cleaning, Degreasing	48,510	Powder Coating	5,063
Welding	45,317	Liquid Coating	4,478
Assembly & Joining	44,036	Electrostatic Finishing	3,287
Finishing & Coating	41,792	Curing	3,170
Machining Centers	35,120	Spray Guns	2,968
Plastics Molding & Mfg	26,896	Automated Coating	2,960
Stamping	20,952	Booths & Accessories-Liquid	2,867
Plastics Finishing	20,389		

Additional Technical Interests available. Please inquire.

## Select by Job Title

President/Owner/Director	
VP/CEO	30,066
Engineering	25,628
Management	19,300
Senior/Supervisor/Chief	
Foreman/Leader	14,335
Production/Operations/Plant	
Process/Machinery	13,594

Additional Job Titles available. Please inquire.

## Select by SIC/Industry Code

30 Rubber & Misc. Plastics	8,334
33 Primary Metal Ind.	3,368
34 Fabricated Metal Products	17,510
35 Machinery, Except Elect.	26,856
36 Electric & Electronic Equip.	6,431
37 Transportation Equip.	9,044
38 Instruments & Related Prod.	6,062

Other 2 and 4-digit SICs available. NAICS codes also available. Please inquire

## Output Options

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

**Questions? IContact Mary Venianakis**

**Phone (800) 523-0922 or**

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

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

**or Phone (313) 425-3264**

**Fax (313) 425-3417**

## Pricing

**Direct Mail Base price: ..... \$135/M**  
**Minimum order charge: ... \$550.00**

### Selections/Charges:

Geographic (State or zip code) ..	\$15/M
Plant size .....	\$15/M
Industry -SIC/NAICS codes .....	\$15/M
Job Funcion/Title Keyword(s) ....	\$15/M
Technical interest .....	\$15/M
Phone Numbers.....	\$60/M

### Combination Pricing:

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

## Select Geographically

<b>New England</b>	<b>16,378</b>
Maine	413
New Hampshire	1,575
Vermont	495
Massachusetts	6,504
Rhode Island	1,073
Connecticut	6,318

<b>Middle Atlantic</b>	<b>7,960</b>
New York	3,552
New Jersey	1,443
Pennsylvania	2,965

<b>East North Central</b>	<b>36,130</b>
Ohio	9,626
Indiana	3,480
Illinois	9,119
Michigan	10,068
Wisconsin	3,837

<b>West North Central</b>	<b>5,976</b>
Minnesota	3,154
Iowa	1,003
Missouri	939
North Dakota	80
South Dakota	154
Nebraska	281
Kansas	365

<b>South Atlantic</b>	<b>10,565</b>
Delaware	121
Maryland	448
Virginia	918
West Virginia	136
North Carolina	3,467
South Carolina	1,972
Georgia	1,026
Florida	2,477

<b>East South Central</b>	<b>2,671</b>
Kentucky	752
Tennessee	1,263
Alabama	429
Mississippi	227

<b>West South Central</b>	<b>4,972</b>
Arkansas	336
Louisiana	252
Oklahoma	388
Texas	3,996

<b>Mountain</b>	<b>2,314</b>
Montana	43
Idaho	162
Wyoming	33
Colorado	458
New Mexico	125
Arizona	796
Utah	460
Nevada	237

<b>Pacific</b>	<b>29,611</b>
Alaska	9
Washington	671
Oregon	487
California	28,417
Hawaii	27
<b>Total</b>	<b>116,577</b>