

SME Small Business Masterfile

Over 474,000 manufacturing professionals in companies with under 50 employees



Reach this highly desirable audience of manufacturing professionals. These are ideal candidates who are looking for product & service solutions to bring efficiencies to their businesses.

This list is an excellent channel for office products/supplies, computer hardware/software, financial services, training, magazine offers and more!

- ◆ **Continuously updated**
- ◆ **100% Named individuals**
- ◆ **100% Response-generated**
- ◆ **99% Deliverability guaranteed**

OUTPUT OPTIONS

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

Select by Job Function

Company Management	129,249
Manufacturing Production	111,444
Job Shop Owner	53,856
Manufacturing Engineering	42,176
Sales/Marketing	31,240
Product Design/R&D	26,264
Purchasing	11,847
Quality Management	11,214
Control Engineering	6,917

Select by Technical Interest

Milling	99,912
Turning & Boring	93,014
Machining Centers	91,959
Software, CAD/CAM	75,167
Cutting Tools	73,954
NC,CNC & DNC	72,562
Quality	72,486
Forming & Fabricating	63,150
Robotics Fundamentals	56,477
Workplace Safety & Ergonomics	49,457
Lasers & Related Equipment	42,238
Lean Manufacturing	41,806
Plastics Molding & Mfg.	31,236
Rapid Prototyping	21,961

More Technical Interest Available. Please Inquire

Questions?
Call (800) 523-0922
FAX your order to
(800) 820-0991
mvenianakis@sme.org

Direct Mail	474,412
Phone Numbers	378,536
Email Addresses	139,359

RATES

Base price (Mail & Phone):	\$140/M
Minimum order charge:	... \$550.00
Minimum Telemarketing Qty:3,000

Base price (Email)	\$305/M
Minimum Email Qty	5,000

Selections/Charges:

Geographic (State or zip code)	\$15/M
Plant Size	\$15/M
Industry -(SIC or NAICS)	\$15/M
Job Function	\$15/M
Job Title Keyword(s)	\$15/M
Technical Interest	\$15/M
Phone Numbers.....	\$65/M

Combination Pricing:

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

Select by NAICS Code

332 Fabricated Metal Products	127,557
333 Machinery Manufacturing	88,225
334 Computers & Electronics	15,189
335 Electrical Equipment	7,440
336 Transportation Equipment	27,927
337 Furniture & Related Products	3,359
339 Miscellaneous Manufacturing	21,279

Other NAICS and 2 and 4-digit SIC's also selectable

Select by Industry Groupings

Aircraft, Aircraft Engines & Parts	6,904
Autos & Auto Parts	18,410
Farm/Construction/Lawn/ Mining Machines	7,301
Machine Shops	64,546
Machine Tools	10,282
Medical/Dental Instruments	9,759
Metal Stampings	7,928
Tool & Die Shops	21,360

Other Industries also selectable by SICs and NAICS.

Select Geographically

New England	52,679
Maine	1,755
New Hampshire	5,367
Vermont	1,525
Massachusetts	21,929
Rhode Island	3,310
Connecticut	18,798
Middle Atlantic	35,686
New York	14,811
New Jersey	6,994
Pennsylvania	13,881
East North Central	139,837
Ohio	34,514
Indiana	15,056
Illinois	37,577
Michigan	37,074
Wisconsin	15,616
West North Central	28,898
Minnesota	12,117
Iowa	5,044
Missouri	5,808
North Dakota	562
South Dakota	1,093
Nebraska	1,502
Kansas	2,777
South Atlantic	46,260
Delaware	401
Maryland	2,371
Virginia	4,441
West Virginia	928
North Carolina	13,303
South Carolina	6,370
Georgia	6,572
Florida	11,874
East South Central	14,516
Kentucky	4,067
Tennessee	6,058
Alabama	3,242
Mississippi	1,149
West South Central	30,181
Arkansas	1,712
Louisiana	2,127
Oklahoma	2,788
Texas	23,554
Mountain	14,943
Montana	555
Idaho	1,144
Wyoming	304
Colorado	3,318
New Mexico	905
Arizona	4,424
Utah	2,508
Nevada	1,785
Pacific	111,073
Alaska	186
Washington	4,496
Oregon	3,047
California	103,127
Hawaii	217
Total	474,073