

2009 PRICE GUIDE



POSTAL LIST ORDER PRICING

Minimum Order:	Specific to list
Running Charge:	\$10/M (\$150 minimum)
Selects:	Specific to list
One Name Per Site:	\$20/M
International Names:	\$250/M
Zip Select/Omit:	\$10/M
Zip Select/Omit (manual):	\$75 Flat Fee
Title Addressing/Title Slug:	\$10/M
Key Coding:	\$3/M

Split Runs:	1-9 splits = No Fee
	10-19 splits = \$150/F
	20-29 splits = \$250/F
	30-49 splits = \$400/F
	50+ splits = \$10/split

Order Changes: \$250/F charge for more than 3 changes per order

Complex Orders:	\$250 - \$1,000 depending on required processing time
Nth Name, Random:	No charge
CASS Certificate (specific output):	\$10/M
Postal Presort (bar-coded labels only):	\$10/M (\$150 minimum)
Fundraising Price:	\$100/M
International Fundraising Price:	\$150/M

Unlimited Usage (One year, single product):
Publications & DecisionMaker: 4x base + 1x selects
Directories & Shows: 3x base + 1x selects
Minimum Order: \$1,500 + selects
Updates: \$10/M + Format Charge (\$150 minimum)

Re-Use (same offer; no select charges):
Additional re-uses at same price (no additional discounts). \$10/M off base price (\$150 minimum)

Re-Mail (new offer): \$10/M off base + selects
5,000 name minimum

Net Names: 85% net name
50,000 name minimum; \$10/M running charge Computer verification required.

Volume Discount: Call for information
Requires contract for guaranteed usage. Does not apply to private/public databases, or DecisionMaker® on Demand.

E-MAIL LIST ORDER PRICING

Minimum order Specific to list

No Additional Transmission Fee

Personalization:	\$20/M per field
Image Hosting:	\$2/M, \$50/F
Selects:	Specific to list

Suppression (opt-out/house files): \$10/M (\$150 minimum, \$1,000 maximum)

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E-MAIL LIST ORDER PRICING (CONTINUED)

Tests (to seeds): First 3 tests N/C; \$50 each additional

Rush Fees:

Within 48 hours of blast \$250 flat fee
Within 24 hours of blast \$500 flat fee

Versions: First version N/C; \$100 each additional

Re-Use Email (each usage): \$50/M off the base price; N/C for selects
Minimum Order \$1000/F

MULTI-CHANNEL CAMPAIGN PRICING*

Price structure valid for all lists:

Mailing/Telemarketing	Postal Base + \$100/M
Mailing/E-Mail	E-Mail Base + \$100/M
E-Mail/Telemarketing	E-Mail Base + \$125/M
Mailing/E-Mail/Telemarketing	E-Mail Base + \$200/M

FORMAT/FULFILLMENT PRICING

Lists are furnished in 5-digit ZIP code numerical sequence.

FTP	\$60 flat fee
Disk, CD-ROM:	\$60 flat fee
E-Mail:	\$60 flat fee

Credit for Intra File Dupes, Edit Errors & DMA Panders **Must submit computer verification. No credits under \$25.**

HTML Creative Services:

New Message (\$100/hr):	Text - \$200 minimum; HTML - \$500 minimum
Template (\$100/hr):	HTML - \$200 minimum
Message Revision (\$100/hr):	Text - \$100 minimum; HTML - \$200 minimum

** Exceptions reflected on individual lists. See Databcard or call for current price.*

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LIST TITLE	Postal Base Price (\$/M)	E-Mail Base Price (\$/M)
Advertising Red Books - Advertisers	\$110	\$370
Advertising Red Books - Agencies	\$110	\$370
American Book Trade Directory	\$110	N/A
American Library Directory	\$110	N/A
American Men & Women of Science	\$110	\$370
American Wholesalers & Distributors Directory	\$110	\$400/F
America's Corporate Finance Directory	\$110	\$370
Automotive Industries	\$150	\$410
Blue Book/A.F. Lewis Printing & Graphic Communication Industry Database	\$140	N/A
Broadcasting & Cable	\$150	\$410
Building Design + Construction (BD+C)	\$135	\$395
Business Organizations, Agencies & Publications Directory	\$110	\$360
BuyerZone	\$120	N/A
CabinetMaker	\$135	\$395
Cablevision (former subscribers)	\$100	\$700/F
Casual Living	\$125	\$385
Chain Leader	\$135	\$395
Commercial Carrier Journal	\$150	\$410
CompressorTech Two	\$150	\$410
Construction Equipment	\$135	\$395
Consultants & Consulting Organizations Directory	\$110	\$370
Consulting-Specifying Engineer	\$150	\$410
Control Engineering	\$150	\$410
Converting	\$140	\$400
Corporate Affiliations - International	\$150	\$370
Corporate Affiliations - U.S. Private Companies	\$110	\$370
Corporate Affiliations - U.S. Public Companies	\$110	\$370
Corporate Finance Sourcebook, The	\$110	N/A
Custom Builder	\$135	N/A
DecisionMaker® Agricultural Marketplace Database	\$150	\$410
DecisionMaker® Automotive/Transportation Marketplace Database	\$150	\$410
DecisionMaker® Building/Construction Marketplace Database	\$150	\$410
DecisionMaker® C-Level Marketplace Database	\$165	\$425
DecisionMaker® Canadian Marketplace Database	\$165	\$425
DecisionMaker® Career Women Marketplace Database	\$165	\$425
DecisionMaker® Electronics Marketplace Database	\$165	\$425
DecisionMaker® E-Mail Masterfile Marketplace Database	N/A	\$410
DecisionMaker® Engineering Marketplace Database	\$175	\$410
DecisionMaker® Finance Marketplace Database	\$165	\$425
DecisionMaker® Fortune 1000 Marketplace Database	\$165	\$425
DecisionMaker® Human Resources & Training Marketplace Database	\$165	\$425
DecisionMaker® Importer/Exporter Marketplace Database	\$165	\$425
DecisionMaker® International Marketplace Database	\$250	N/A
DecisionMaker® IT Marketplace Database	\$250	\$425
DecisionMaker® Management Marketplace Database	\$165	\$425
DecisionMaker® Manufacturing Marketplace Database	\$165	\$425
DecisionMaker® Medical Marketplace Database	\$135	\$410
DecisionMaker® Network Security Marketplace Database	\$250	\$425
DecisionMaker® Professionals at Home Marketplace Database	\$120	N/A
DecisionMaker® Research/Laboratory Marketplace Database	\$165	\$425
DecisionMaker® Sales & Marketing Marketplace Database	\$165	\$425

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LIST TITLE	Postal Base Price (\$/M)	E-Mail Base Price (\$/M)
DecisionMaker® Small Business Marketplace Database	\$165	\$425
DecisionMaker® Supply Chain Marketplace Database	\$165	\$425
Design News	\$150	\$410
Diesel & Gas Turbine Worldwide	\$150	\$410
Diesel Progress - North American Edition	\$150	\$410
Diesel Progress International	\$250	N/A
Direct Marketing Market Place (DMMP)	\$110	N/A
Directory of Broadcast Media	\$110	\$370
Directory of Publications	\$110	\$370
Directory of Special Libraries and Information Centers	\$110	\$370
EDN	\$150	\$410
Egg Industry	\$600/F	\$500/F
Electronic Business (former subscribers)	\$100	\$360
Encyclopedia of Associations	\$110	\$370
Encyclopedia of Medical Organizations & Agencies	\$110	\$370
ER/Trauma Nursing Database	\$115	N/A
FDM	\$135	\$395
Feed International	\$250	N/A
Feed Management	\$150	\$410
Financial Media Group Database	\$100	\$300
Foodservice Equipment & Supplies	\$135	\$395
Furniture/Today	\$125	\$385
Gifts & Decorative Accessories	\$125	N/A
Graphic Arts Monthly	\$140	\$400
Home Accents Today	\$125	N/A
Home Healthcare Database	\$115	N/A
Home Textiles Today	\$125	N/A
HOTELS	\$135	\$395
Housing GIANTS	\$135	\$395
IAN Inside Products (former subscribers)	\$100	\$360
Industria Avicola	\$250	N/A
Industrial Distribution	\$150	\$410
Interior Design	\$150	N/A
Jewelers' Circular - Keystone	\$125	N/A
Law & Legal Information Directory	\$110	\$1,400/F
Library Journal	\$135	N/A
Literary Market Place	\$110	N/A
Logistics Management	\$150	\$410
Manufacturing Business Technology	\$155	\$415
Martindale-Hubbell® Corporate Counsel	\$160	N/A
Martindale-Hubbell® International	\$210	N/A
Martindale-Hubbell® Law Directory	\$140	\$415
Martindale-Hubbell® Sole Practitioners	\$140	N/A
Material Handling Product News	\$150	\$410
Medical & Health Information Directory	\$110	\$370
Modern Materials Handling	\$150	\$410
Modern Woodworking	\$150	N/A

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LIST TITLE	Postal Base Price (\$/M)	E-Mail Base Price (\$/M)
Multichannel News	\$150	\$410
National Technology Transfer	\$115	N/A
Nurse Practitioner Database	\$115	N/A
Nurse Respondent Database	\$115	\$375
Nursing Book Buyers	\$115	N/A
Nursing Management	\$115	N/A
Nursing Videocassette Buyers	\$115	N/A
Nursing2009	\$115	N/A
Oncology Nursing Database	\$115	N/A
Overdrive	\$150	\$410
Packaging Digest	\$140	\$400
Parker Directory of California Attorneys™	\$110	N/A
PetFood Industry	\$135	\$1,500/F
Pig International	\$250	\$1,500/F
Plant Engineering	\$150	\$410
Plants Sites & Parks (former subscribers)	\$100	\$360
Playthings	\$125	N/A
Poultry International	\$250	N/A
Professional Builder	\$135	\$395
Professional Remodeler	\$135	\$395
Publishers Weekly	\$135	\$395
Purchasing	\$185	\$445
RCD - Associated Construction Publications	\$130	\$390
RCD - Reed Design Registry	\$130	N/A
RCD - RSMeans Cost Directories	\$130	\$390
Research Centers Directory	\$110	\$1,500/F
Restaurants & Institutions	\$135	\$395
School Library Journal	\$110	N/A
Semiconductor International	\$150	\$410
Supply Chain Management Review	\$150	\$1,500/F
Telecommunications Directory	\$110	\$350/F
Test & Measurement World	\$150	\$410
TWICE	\$130	\$390
Video Business	\$130	\$390
Ward's Business Directory	\$110	\$370
Warehousing Management (former subscribers)	\$100	\$1,500/F
Watt Poultry USA	\$135	\$395
Wound Care Database	\$115	N/A

SELECTIONS	Price (\$/M)
Geographic Analysis	\$10
ABA Members	\$20
Acquisition Source	\$20
Affiliations	\$20
Age	\$20
Age of Trucks	\$20
Annual Budget	\$20
Annual Expenditures	\$20

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SELECTIONS	Price (\$/M)
Annual Food/Beverage Sales	\$30
Annual Food/Beverage Sales/Purchases	\$30
Annual Installed	\$30
Annual Logistics Expenditures	\$30
Annual Sales Volume	\$20
Area of Practice	\$30
Area of the World Purchase	\$20
Area of Work	\$20
Area/Level of Responsibility	\$30
Average Square Footage Built	\$20
Awards Bestowed	\$20
Bar Register of Preeminent Attorneys Subscriber	\$20
Base	\$20
Bed Size	\$20
Bookstore Type	\$20
Branch/Franchise/Headquarters/Wholesalers	\$20
Brand Preference	\$50
Building Activity	\$20
Building Type	\$20
Building Type Focus/Primary Focus	\$20
Building/Construction Activity	\$20
Business Activity	\$20
Business in Geographic Region	\$20
Business Type	\$20
Business Type (SIC/NAICS)	\$20
Business/Library Type	\$20
Buying Authority	\$50
Buying Influence	\$50
Buying Influence by Facility Type	\$50
Buying Responsibility	\$50
Canadian Names	\$20
CE Giants	\$950/F
Chain vs. Independent	\$20
Company Designation	\$20
Company Imports/Exports Goods	\$20
Company Level	\$20
Company Name Match/Omit - Exact Match only*	\$50
Company Type	\$20
Computer Systems Installed	\$30
Computer Systems on Site/Class of	\$30
Computer Systems on Site/Specific	\$50
Concepts/Segments Company Operates	\$20
Converting Process Type	\$20
Cost Per Square Foot	\$20
Database Software	\$30
Database Software Installed	\$30
Day Part Served	\$20
Design Involvement	\$30
Design/Specify for Industry	\$30
Design/Specify Products for Industry	\$30
Design Stages Involved In	\$30
Discipline	\$20

* 100/F minimum; call for custom pricing.

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SELECTIONS	Price (\$/M)
Distribution Channels	\$20
Dollar Amount for Each Medium	\$20
Dollar Volume of Products Specified	\$20
Dollar Volume of Research	\$20
Each Specific Science	\$20
Electronic Operating System Used	\$30
Employee Size	\$20
Equipment Acquired	\$20
Equipment Application	\$20
Equipment Dollar Value	\$20
Equipment Replacement Value	\$20
Equipment Type	\$20
Equipment Used	\$20
Equipment Used in Laboratory	\$20
Ethnic Code	\$20
Facility Type	\$20
Farrowing Operation	\$20
Feed Type	\$20
Field/Discipline in Work	\$20
Fleet Size	\$20
Flock Size	\$20
Focus Group	\$20
Fortune 1000	\$20
Frequency Range	\$20
Gender	\$15
Gender Code	\$15
Government Agency Affiliation	\$20
Government Level	\$20
Grain Storage	\$20
Home Address	\$15
Hotline	\$20
Hotline Names	\$20
Industry	\$20
Industry Involvement	\$20
Industry Served	\$20
Insurance Company Type	\$20
International Names	\$250
Internet Usage	\$30
Involved in Renovation/Reconstruction Projects	\$20
Job Activities	\$20
Job Discipline/Function	\$20
Job Function	\$20
Job Title	\$20
Lab Type	\$20
Laboratory Type	\$20
Language Type	\$20
Legal Environment	\$20
Librarians by Title	\$20
Libraries by Type	\$20
Library Automation	\$20
Library Holdings/Amounts	\$20
Licenses Held	\$20
Location Square Footage	\$20

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SELECTIONS	Price (\$/M)
Location Type	\$20
MRO Expenditures	\$20
Maintenance Shop Facilities w/Mechanics	\$20
Manufacturer/Supply	\$20
Manufacturing Activity	\$20
Martindale-Hubbell® Subscriber	\$20
Match Select	\$20
Media Type	\$20
Medical/Surgical Technology Areas Involved	\$20
Membership	\$20
Membership Size	\$20
Multi-Source	\$20
National Affiliate	\$20
Network Operating Systems/Protocols	\$30
Number of Attorneys	\$20
Number of Broilers	\$20
Number of Chairs	\$20
Number of Employees Managed	\$20
Number of Houses	\$20
Number of Layers	\$20
Number of Locations	\$20
Number of State License	\$20
Number of Titles	\$20
Number of Units Responsible For	\$20
Number of Vehicles in Fleet	\$20
Number of Volumes	\$20
Nurse Type	\$20
One Per Location	\$20
Operating Revenue	\$20
Operating Systems	\$30
Operating Systems/Network on Site	\$30
Operation Type	\$20
Organization Size	\$20
Organization Type	\$20
Ownership/Management Type	\$20
PB Giants	\$1000/F
PC Users/CD-ROM Access/Internet Access	\$30
Percent of Booking for Bus Travel	\$20
Percent of Dollar Volume Spent on Materials	\$20
Percent of Leisure	\$20
Phones	\$60
Phones (Directories)	\$30
Pigs Serviced	\$20
Plan to Purchase	\$50
Plant Size-Square Footage	\$20
Practice Setting	\$20
Practice Specialty	\$30
Primary Concept/Segment	\$20
Primary End Product	\$20
Primary Job Function	\$20
Primary Occupation	\$20
Primary Product Packaged	\$20
Private Labels	\$20
Processes Performed	\$20
Product Line	\$20

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SELECTIONS	Price (\$/M)
Product Lines Stocked	\$20
Production Type	\$20
Products & Services for MRO/OEM	\$20
Products Designed/Marketed	\$20
Products Manufactured	\$20
Products Merchandised	\$20
Products Sold	\$20
Professional Discipline	\$20
Professional Level	\$20
Programming Languages Used/Planned	\$30
Publication	\$20
Publication Type	\$20
Purchasing Influence	\$50
Rating	\$20
Recency	\$30
Sales Volume	\$20
School of Graduation	\$20
Sell From	\$20
Securities Licenses	\$20
Seminars Attended	\$20
Server Software	\$20
Service Category	\$20
Services Offered	\$20
Services Purchased	\$30
Services/Materials Provided	\$20
SIC Code	\$20
SIC/NAICS Code	\$20
Sidelines & Services	\$20
Size of Hotel	\$20
Special Book Collections	\$20
Special Services	\$20
Specialty	\$30
Species Served	\$20
Specific Title	\$20
Specified Product Classification	\$20
Square Footage	\$20
Square Footage of Warehouse	\$20
Subject	\$20
Techniques or Products Used	\$30
Technologies Employed	\$30
Technologies/Tools	\$30
Telephone Numbers	\$60
Telephone Numbers (Directories)	\$30
Testing/Measuring Functions Performed	\$30
Title	\$20
Title/Position	\$20
Total Assets	\$20
TV/Radio Station Format	\$20
Type of Books/Subjects	\$20
Type of Buyers	\$20
Type of Design	\$20
Type of Establishment	\$20
Type of Format	\$20

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SELECTIONS	Price (\$/M)
Type of Location	\$20
Type of Organization	\$20
Type of Outlet	\$20
Type of Plant	\$20
Type of Products	\$20
Type of Remodeling	\$20
Type of System Integration	\$20
Type of Units Built	\$20
Utilize the Internet for	\$20
Validation Process	\$20
Vehicle Systems Worked On	\$30
Warehouse Square Footage	\$20
Weekly Tonnage	\$20
Weekly Tonnage of Feed Manufactured	\$20
What is Served	\$20
Wholesaler Activity	\$20
Wholesaling & Service Industries	\$20
Width of Materials Converted/Printed	\$20
Work Performed	\$20
Year Admitted to the Bar	\$20
Year Founded	\$20
Years in Remodeling	\$20
Years in Practice	\$20
Years of Experience	\$20

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