

DECISIONMAKER® AUTOMOTIVE/TRANSPORTATION MARKETPLACE DATABASE

Designed exclusively for marketers in automotive manufacturers, retailers and service providers, the DecisionMaker® Automotive/Transportation Marketplace Database delivers access to more than 1.8 million professionals in this hard-to-reach industry, such as:

DecisionMaker DATABASE

- ◆ Dealers & Distributors of automotive supplies
- ◆ Manufacturers of automotive and transportation equipment
- ◆ Owner/Operators of trucking fleets
- ◆ Retailers of automotive parts, supplies, services

- ◆ This automotive marketing source is proven to be highly responsive and effective for promoting:
 - ◆ Computer and communications software and services
 - ◆ Continuing education seminars
 - ◆ Credit card, financial and insurance offers
 - ◆ Inventory management, logistics systems and software
 - ◆ Parts, Systems, Components, Accessories
 - ◆ Safety, Quality and OSHA compliance training
 - ◆ Transportation services

More than a masterfile, DecisionMaker® Databases are custom built and start with highly qualified, direct response lists and become industry-specific databases that provide marketers with both targeted selectivity and a higher volume of names. The DecisionMaker® Databases are unique to DM2 and updated every quarter. Contact a DM2 Account Executive for up-to-the-minute counts.

Source: Comprised primarily of controlled circulation subscription files, and includes business directory & database listings as well as trade show attendee files. DecisionMaker® Databases are selectable by source type.

Postal List Size: 1,860,915
Postal Price: \$150/M
E-list Size: 489,340
E-list Price: \$410/M

SELECTIONS (ADDITIONAL COST / M)

| | | | |
|-------------------------|---------|-------------------|--------|
| Acquisition Source | \$20/M | SIC/NAICS Code | \$20/M |
| Canadian Names | \$20/M | Telephone Numbers | \$60/M |
| Class Vehicle Size | \$20/M | | |
| Company Name Match/Omit | \$50/M | | |
| Employee Size | \$20/M | | |
| Home Address | \$15/M | | |
| International Names | \$250/M | | |
| Job Function | \$20/M | | |
| One Per Location | \$20/M | | |
| Recency | \$30/M | | |

SEE ALSO

Automotive Industries
 Commercial Carrier Journal
 DecisionMaker® Management Marketplace
 DecisionMaker® Manufacturing Marketplace
 Overdrive
 Purchasing

Multi-Channel Pricing

Mailing/Telemarketing: \$250/M
 Mailing/E-Mail: \$510/M
 E-Mail/Telemarketing: \$535/M
 Mailing/E-Mail/Telemarketing: \$610/M

*Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.*

GEOGRAPHIC ANALYSIS

| State | SCF | Individuals |
|----------------------------|--------------|------------------|
| ME | 039-049 | 11,423 |
| NH | 030-038 | 10,350 |
| VT | 050-059 | 5,546 |
| MA | 010-027 | 38,035 |
| RI | 028-029 | 6,822 |
| CT | 060-069 | 25,158 |
| New England | 5.2% | 97,334 |
| NY | 100-149 | 83,441 |
| NJ | 070-089 | 49,086 |
| PA | 150-196 | 85,915 |
| Middle Atlantic | 11.7% | 218,447 |
| OH | 430-458 | 89,817 |
| IN | 460-479 | 58,353 |
| IL | 600-629 | 84,906 |
| MI | 480-499 | 99,700 |
| WI | 530-549 | 50,651 |
| East North Central | 20.6% | 383,427 |
| MN | 550-567 | 41,846 |
| IA | 500-528 | 29,246 |
| MO | 630-658 | 41,788 |
| ND | 580-588 | 7,507 |
| SD | 570-577 | 8,228 |
| NE | 680-693 | 17,262 |
| KS | 660-679 | 23,264 |
| West North Central | 9.1% | 169,141 |
| DE | 197-199 | 4,658 |
| MD | 206-219 | 27,197 |
| DC | 200-205 | 8,481 |
| VA | 220-246 | 36,668 |
| WV | 247-268 | 10,342 |
| NC | 270-289 | 51,652 |
| SC | 290-299 | 23,955 |
| GA | 300-319 | 50,347 |
| FL | 320-349 | 83,160 |
| South Atlantic | 15.9% | 296,465 |
| KY | 400-427 | 30,188 |
| TN | 370-385 | 40,924 |
| AL | 350-369 | 26,684 |
| MS | 386-397 | 15,267 |
| East South Central | 6.1% | 113,063 |
| AR | 716-729 | 17,147 |
| LA | 700-714 | 20,021 |
| OK | 730-749 | 22,254 |
| TX | 750-799 | 112,151 |
| West South Central | 9.2% | 171,573 |
| MT | 590-599 | 8,650 |
| ID | 832-838 | 10,765 |
| WY | 820-831 | 4,977 |
| CO | 800-816 | 28,417 |
| NM | 870-884 | 9,479 |
| AZ | 850-865 | 25,786 |
| UT | 840-847 | 15,746 |
| NV | 889-898 | 9,768 |
| Mountain | 6.1% | 113,588 |
| AK | 995-999 | 4,139 |
| WA | 980-994 | 37,625 |
| OR | 970-979 | 23,926 |
| CA | 900-961 | 161,438 |
| HI | 967-968 | 4,752 |
| Pacific | 12.5% | 231,880 |
| United States | 96.5% | 1,794,918 |
| U.S. Territories | 0.1% | 1,648 |
| Canada | 1.2% | 21,660 |
| Mexico | 0.2% | 4,429 |
| Other International | 2.1% | 38,240 |
| APO/FPO | 0.00% | 20 |
| Total | 100% | 1,860,915 |

DECISIONMAKER® AUTOMOTIVE/TRANSPORTATION MARKETPLACE DATABASE

JOB FUNCTION

| | Postal | Email | EMPLOYEE SIZE | Postal | Email |
|--|-----------|---------|------------------------------|---------|---------|
| Consulting | 18,094 | 7,412 | Less than 19 | 586,247 | 158,445 |
| Corporate/General Management/ Administration | 1,536,112 | 382,895 | 20-49 | 152,470 | 39,580 |
| Engineering | 186,222 | 65,309 | 50-99 | 114,909 | 29,218 |
| Finance | 87,798 | 14,051 | 100-249 | 138,507 | 34,191 |
| IS/MIS/IT | 184,512 | 49,765 | 250-499 | 80,035 | 20,041 |
| Maintenance | 75,421 | 24,985 | 500-999 | 67,048 | 17,006 |
| Material Handling | 53,942 | 11,670 | 1,000+ | 246,896 | 62,624 |
| Packaging | 1,512 | 429 | | | |
| Plant Management/ Operations | 203,641 | 71,783 | SALES VOLUME | Postal | Email |
| Production/Manufacturing | 80,186 | 30,207 | Less than \$1 Million | 520,732 | 130,391 |
| Purchasing | 111,947 | 28,294 | \$1 Million - \$9 Million | 264,498 | 68,642 |
| QA/QC/Test | 48,308 | 18,756 | \$10 Million - \$49 Million | 146,463 | 37,084 |
| Research & Development | 48,984 | 19,365 | \$50 Million - \$249 Million | 107,460 | 27,205 |
| Sales & Marketing | 126,950 | 29,033 | \$250 Million - \$1 Billion | 55,620 | 13,646 |
| Traffic/Distribution/ Warehousing | 165,229 | 40,706 | More than \$1 Billion | 184,761 | 48,276 |

SIC CODE

| | Postal | Email | CLASS VEHICLE SIZE ‡ |
|--|---------|--------|-----------------------------|
| 40 Railroad Transportation | 5,697 | 947 | Class 1,2 |
| 41 Local and Suburban Transit Transportation | 27,894 | 4,568 | Class 3, 4, 5 |
| 42 Motor Freight/Transportation | 121,517 | 26,980 | Class 6 |
| 43 United States Postal Service | 7,931 | 2,398 | Class 7 |
| 44 Water Transportation | 9,501 | 1,428 | Class 8 |
| 45 Transportation by Air | 24,650 | 4,538 | Trailers |
| 46 Pipelines, Except Natural Gas | 3,165 | 728 | |
| 47 Transportation Services | 41,304 | 7,758 | |
| 371 Motor Vehicles and Motor Vehicles Equipment | 118,644 | 25,639 | |
| 372 Aircraft and Parts | 53,148 | 10,061 | |
| 373 Ship, Boatbuilding and Repairing | 17,930 | 2,349 | |
| 374 Railroad Equipment | 4,990 | 771 | |
| 375 Motorcycles, Bikes and Parts | 4,410 | 768 | |
| 376 Guided Missiles and Space Vehicles and Parts | 12,149 | 2,284 | |
| 379 Miscellaneous Transportation Equipment | 8,454 | 1,773 | |
| 501 Motor Vehicles and Motor Vehicles Parts and Supplies | 30,439 | 6,700 | |
| 5088 Transportation Equipment and Supplies | 3,456 | 621 | |
| 5511 Motor Vehicle Dealers (New and Used) | 79,061 | 22,613 | |
| 5521 Motor Vehicle Dealers (Used Only) | 6,192 | 1,493 | |
| 5531 Automotive and Home Supply Stores | 69,470 | 12,942 | |

Source: Publisher's own data

‡ Call a DM2 Account Executive for the latest counts.