

# DECISIONMAKER<sup>®</sup> CANADIAN MARKETPLACE DATABASE

Target over 360,000 Canadian professionals with the DecisionMaker<sup>®</sup> Canadian Marketplace Database.

## DecisionMaker DATABASE

- ◆ Locate individuals with job functions in:
  - ◆ Consulting      ◆ Operations
  - ◆ Design Engineering   ◆ Research & Development
  - ◆ Information Systems   ◆ Sales and Marketing
  - ◆ Healthcare
- ◆ This list is ideal for promoting:
  - ◆ Association Memberships
  - ◆ Credit Cards
  - ◆ Computer Products & Services
  - ◆ Laboratory Supplies & Equipment
  - ◆ Seminars, Travel Offers & Subscriptions

DM2 DecisionMaker<sup>®</sup> Databases are more than just a masterfile. They are custom built databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both "deep data" selectivity and larger volumes of names.

The DecisionMaker<sup>®</sup> Databases are unique to DM2 and updated quarterly. Contact a DM2 Account Executive for up-to-the-minute counts.

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

**Postal List Size: 368,190**

**Postal Price: \$165/M**

**E-list Size: 111,796**

**E-list Price: \$425/M**

### SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	SIC/NAICS Code	\$20/M
Business Type	\$20/M	Telephone Numbers	\$60/M
Company Name Match/Omit	\$50/M	Title	\$20/M
Employee Size	\$20/M		
Gender	\$15/M		
Geographic Analysis	\$10/M		
Job Function	\$20/M		
One Per Location	\$20/M		
Recency	\$30/M		
Sales Volume	\$20/M		

### SEE ALSO

DecisionMaker<sup>®</sup> Building/Construction Marketplace Database  
 DecisionMaker<sup>®</sup> Electronics Marketplace Database  
 DecisionMaker<sup>®</sup> IT Marketplace Database  
 DecisionMaker<sup>®</sup> Manufacturing Marketplace Database  
 Martindale-Hubbell<sup>®</sup> Law Directory

#### Multi-Channel Pricing

Mailing/Telemarketing: \$265/M

Mailing/E-Mail: \$525/M

E-Mail/Telemarketing: \$550/M

Mailing/E-Mail/Telemarketing: \$625/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	Individuals
Alberta	42,706
British Columbia	51,344
Manitoba	12,020
New Brunswick	5,642
New Foundland	2,838
Northwest Territory	589
Nova Scotia	8,170
Ontario	182,042
Prince Edward Island	1,218
Quebec	53,784
Saskatchewan	7,518
Yukon	319
<b>Canada</b>	<b>368,190</b>
<b>Other International</b>	-
<b>APO/FPO</b>	-
<b>Total</b>	<b>368,190</b>

## DATABASE

### JOB FUNCTION ‡

Architect/Construction  
 Attorney/Legal  
 Consulting  
 Corporate Management  
 Design Engineering  
 Educator  
 Engineering  
 Finance  
 Financial & Investment Services  
 Foodservice  
 Insurance Services  
 Interior Designers  
 IS/MIS/IT  
 Maintenance  
 Manufacturing & Production  
 Middle Management  
 Nurse/Physician/Medical  
 Operations  
 Owner  
 Plant Management/Operations  
 Purchasing  
 Quality, QC, QA  
 Research & Development, Laboratory  
 Sales & Marketing  
 Warehouse

### BUSINESS TYPE ‡

Automotive  
 Communications  
 Computer (including manufacturing)  
 Construction  
 Consulting  
 Distributors, Brokers  
 E-Commerce/Internet Retailer  
 Education  
 Engineering Firms  
 Entertainment/Media  
 Environmental  
 Finance/Insurance/Real Estate  
 Financial Institution  
 Government/Military  
 Hotels, Motels, Resorts  
 Insurance Agents  
 Insurance Companies  
 Interior Design/Architecture  
 Legal  
 Manufacturing  
 Medical/Healthcare  
 Real Estate  
 Research & Development/Laboratories  
 Restaurant/Food  
 Retail Trade  
 Securities Firms  
 Services

Transportation  
 Travel  
 Utilities  
 Utilities/Communications/Transportation  
 Wholesale  
 Wholesale/Retail/Distributor

### TITLE ‡

Account Executive  
 Accountant  
 Administrator  
 Advertising  
 Advisor  
 Agent  
 Analyst  
 Architect  
 Assistant  
 Associate  
 Attorney  
 Auditor  
 Buyer  
 Caterer  
 Chairman  
 Chemist/Scientist  
 Chief  
 Chief Executive  
 Commissioner  
 Consultant  
 Controller  
 Coordinator  
 Counsel/Counselor  
 Designer  
 Director  
 Draftsman  
 Economist  
 Editor/Writer/Librarian  
 Educators  
 Engineer  
 Estimator  
 Executive & Chief Financial  
 Financial Advisor  
 Foreman  
 General Manager  
 Insurance Advisor  
 Leader  
 Manager/Head  
 Military/Government  
 Misc. Contractors  
 Nurse  
 Officer  
 Operator  
 Owner  
 Partner  
 Physician/Doctor

Planner/Scheduler  
 President  
 Producer  
 Programmer  
 Proprietor/Principal  
 Public Relations  
 Representative/Sales  
 Secretary/Treasurer  
 Specialist  
 Staff Member  
 Superintendent  
 Supervisor  
 Technologist/Technicians  
 Vice President  
 VP & Chief Officer

### EMPLOYEE SIZE ‡

Less than 20  
 20-49  
 50-99  
 100-249  
 250-499  
 500-999  
 1,000+

### SALES VOLUME ‡

Less than \$1 Million  
 \$1 Million - \$9 Million  
 \$10 Million - \$49 Million  
 \$50 Million - \$249 Million  
 \$250 Million - \$1 Billion  
 More than \$1 Billion

*Source: Publisher's own data  
 ‡ Call a DM2 Account Executive  
 for the latest counts.*