



EMAIL LIST RENTAL DATA CARD

| | |
|---------------------|---------------|
| Total Emails | 42,920 |
|---------------------|---------------|

| Email List Rental Rates | | |
|-------------------------|---------------|-------------------|
| Quantities | Initial Email | Resend to Unopens |
| 5,000 - 15,999 | \$320/M | \$210/M |
| 16,000 - 30,999 | \$250/M | \$160/M |
| 31,000+ | \$185/M | \$120/M |

Selection Instructions
Place an "X" next to the criteria in the "Select" column that you wish to target. We will identify the total, unique universe available from the database.

Demographic Selections

| GEOGRAPHIC | EMAILS | Select |
|---|---------------|--------|
| USA (<i>state selects also available</i>) | 38,989 | |
| Other Countries (excluding EU countries) | 3,931 | |
| Total | 42,920 | |

| ENGINEERING FUNCTIONS* (<i>multiple response</i>) | EMAILS | Select |
|---|--------|--------|
| Product or System Design Engineering | 18,769 | |
| Engineering Analysis | 14,049 | |
| Industrial Design | 10,100 | |
| Corporate Management | 8,942 | |
| Engineering/IT Management | 16,234 | |
| Testing/Masurement/Quality Inspection | 13,487 | |
| Research & Development | 16,651 | |
| Student/Faculty | 3,245 | |

| EMPLOYEE SIZE | EMAILS | Select |
|-------------------------|---------------|--------|
| 1,000+ | 9,580 | |
| 500-999 | 1,976 | |
| 100 - 499 | 5,641 | |
| 1 - 99 | 17,272 | |
| Awaiting Classification | 8,451 | |
| Total | 42,920 | |

*Individuals may answer more than one response. Total will exceed 100%.

| BUYING INFLUENCE* (<i>multiple response</i>) | EMAILS | Select |
|--|--------|--------|
| Analysis/Simulation/Optimization Software | 12,886 | |
| CAD Software (3D, 2D, Rendering) | 16,031 | |
| PLM and PDM Software | 6,915 | |
| Workstations | 12,774 | |
| Servers/Clusters (incl. public/private cloud services) | 7,556 | |
| Storage/Interconnects | 7,454 | |
| Peripherals (monitors, printers, scanners) | 10,019 | |
| Additive Manufacturing (3D printing, services, scanning) | 8,292 | |
| Subtractive Manufacturing (CAM, benchtop milling, CNC) | 5,901 | |
| Test & Measurement | 13,787 | |
| IoT & Software Development Platforms | 4,235 | |
| Components (sensors, embedded systems, drives, controls) | 10,292 | |

| INDUSTRIES DESIGNING FOR* (<i>multiple response</i>) | EMAILS | Select |
|---|--------|--------|
| Electronic Products and Equipment | 12,025 | |
| Communications Systems and Equipment | 8,495 | |
| Industrial Machinery and Products | 13,077 | |
| Automotive or Transportation | 8,909 | |
| Consumer Products | 8,766 | |
| Medical Products and Equipment | 6,939 | |
| Power or Energy | 7,909 | |
| Materials (i.e. metals, plastics, chemicals, paper, rubber) | 7,032 | |
| Aerospace/Defense | 8,128 | |
| Government or Military | 8,256 | |
| Research & Development | 9,612 | |
| Construction | 5,766 | |
| University | 2,670 | |