

# SME E-Mail MASTERFILE LIST

Over 259,900 Engineers, Managers and Technical Professionals!



- Continuously updated
- 100% Named individuals
- 100% Response-generated

## Masterfile Name Sources\*

Name Source	Description
Exposition Attendees and Pre-Registers	Buyers and specifiers of capital equipment
Paid Attendees, SME Continuing Education Events	\$500-\$1,000+ Unit of Sale
Mail Order Buyers: Books, Videos and Video Training, CD-Roms (2/3 are multi-buyers)	\$50-\$5,000+ Unit of Sale
Magazine Subscribers: <i>Manufacturing Engineering</i>	Qualified titles and job functions; BPA-audited; Circulation statement available on request

## RATES

Base price: .....	\$305/M (Per thousand)
Transmission Fee.....	\$100/M
Minimum order: .....	5,000
<b>Selections/Charges:</b>	
Geographic (State or zip code) .....	\$15/M
Plant size .....	\$15/M
SIC code (2 or 4-digit) .....	\$15/M
Job function/classification .....	\$15/M
Job title keyword(s) .....	\$15/M
Technical interest .....	\$15/M
Phone Numbers.....	\$60/M
Suppression File .....	\$95/Flat
Link Tracking .....	\$50/Flat

<b>Combination Pricing</b>	<b>Base Rate</b>
Mail & E-Mail:	\$395/M
E-Mail & Telemarketing:	\$425/M
Mail, Telemarketing & Email:	\$485/M

For Direct Mail & Telemarketing information, contact Mary Venianakis at (800) 523-0922 or [mvenianakis@sme.org](mailto:mvenianakis@sme.org)

## Select by Technical Interest

<b>Automated Manufacturing &amp; Assembly</b>	<b>132,737</b>	<b>Forming &amp; Fabricating</b>	<b>119,341</b>	<b>Product &amp; Process Design Management</b>	<b>138,880</b>
Assembly & Joining	36,413	Casting	2,907	Computer-Aided-Design (CAD)	14,898
Automation & Controls	7,574	Coil Handling & Processing	9,871	Cost Estimating	1,257
Machine Vision Systems	1,717	Coolants & Lubricants	33,642	Internet & E-Manufacturing	1,334
Material Handling	43,122	Dies	6,571	Lean Manufacturing	54,909
NC/ CNC/DNC	34,164	Extruding	5,956	Plant Engineering & Maintenance	9,348
Robotic Fundamentals	36,538	Hydroforming	5,721	Plant Layout	940
<b>Engineering Materials</b>	<b>44,027</b>	Laser & Plasma Cutting	27,471	Product Design & Automation	21,354
Composites	13,508	Lasers & Related Equipment	25,860	Rapid Prototyping	31,134
Heat Treating Fundamentals	565	Plate & Structural Fabricating	11,135	Workplace Safety & Ergonomics	33,700
Metals	7,648	Press Brakes	21,725	<b>Quality</b>	<b>63,152</b>
<b>Finishing &amp; Coating</b>	<b>49,332</b>	Presses	8,906	Geometric Dimensioning & Tolerancing	418
Automated Coating	722	Punching	24,335	Statistical Process Control	3,201
Finishes, Curing	736	Roll Forming	7,275	<b>Controls, CAD/CAM Software</b>	<b>83,605</b>
Liquid Coating	1,097	Sheet Metal Fabricating Proc.	8,992	Software, CAD/CAM:	41,177
Plastic Finishing	5,360	Stamping	13,623	Computer-Aided-Engineering Equip.	2,566
Parts Cleaning & Degreasing	14,314	Tooling, Forming & Fabricating	10,671	Computer-Integrated-Mfg.	6,633
Powder Coating Processes	1,240	Tube & Pipe	15,426	Software, Manufacturing:	27,268
Spray Finishing	782	Welding	45,245	Flexible Manufacturing Systems	21,780
<b>Plastics Molding &amp; Manufacturing</b>	<b>42,887</b>	<b>Machining &amp; Material Removal</b>	<b>137,753</b>	Simulation	776
Blow Molding	1,952	Chucks	25,012	Software, ERP/MRP & Supply Chain Management	4,999
Extrusion	5,274	Cutting Tools & Accessories	52,579	Software, Project Management	2,583
Injection Molding	13,536	Deburring & Edge Finishing	33,332	Software, Purchasing & Inventory Control	2,613
Moldmaking	19,740	Drilling/Reaming/Tapping	23,067	<b>Measurement, Inspection &amp; Testing</b>	<b>42,459</b>
Plastic Materials & Compounding	4,960	Electrical Discharge Machining (EDM)	20,001	Coordinate Measuring Machines	14,803
<b>Electronics Manufacturing</b>	<b>2,186</b>	Grinding	29,113		
<b>Mold, Tool &amp; Die Design</b>	<b>22,296</b>	Jigs & Fixtures	5,002		
<b>Manufacturing Services</b>	<b>16,309</b>	Machining Centers	41,017		
<b>Research &amp; Development</b>	<b>1,829</b>	Milling	41,336		
		Sawing Machines & Systems	31,052		
		Screw Machining	17,136		
		Turning & Boring	39,501		

Questions? Mary Venianakis (800) 523-0922 - [mvenianakis@sme.org](mailto:mvenianakis@sme.org)

# SME E-Mail MASTERFILE LIST

continued...



## Select by Industry Groupings

Machine Shops	17,750
Autos & Auto Parts	12,848
Aircraft, Aircraft Engines & Parts	9,807
Medical/Dental Instruments	8,478
Tool & Die Shops	6,166
Farm/Construction/Lawn/ Mining Machines	4,928
Machine Tools	4,236
Metal Stampings	3,519

Other Industries also selectable by SICs and NAICS.

## Select by NAICS Industries

332 Fabricated Metal Products	50,033
333 Machinery Manufacturing	40,348
334 Computers & Electronics	14,570
335 Electrical Equipment	6,361
336 Transportation Equipment	24,878
337 Furniture & Related Products	2,191
339 Miscellaneous Manufacturing	14,915

## Select by Industry Types / SICs

33 Primary Metal Industries	7,627
34 Fabricated Metal Products	33,271
35 Machinery, except Electrical	64,218
36 Electric and Electronic Equipment	13,742
37 Transportation Equipment	22,100
38 Instruments and Related Products	4,299

## Select by Plant Size

1-19	60,830
20-49	45,462
50 - 99	33,188
100 - 249	40,376
250 - 499	24,182
500 - 999	16,037
1,000 - 2,499	11,720
2,500 and over	10,535

## Select by Job Function

Corporate Executive	57,977
Manufacturing Production	53,643
Manufacturing Engineering	35,992
Product Design / R&D	19,589
Job Shop Owner	19,700
Sales/Marketing	18,498
Quality Management	7,991
Purchasing	6,753
Factory Automation	4,887

## Select by Job Title (Individual Keywords)

<b>EXECUTIVE</b>	<b>138,705</b>
Management	42,245
President	25,124
V.P.	14,344
Owner	13,287
Senior	8,634
Supervisor	8,334
Director	7,925
Purchasing	5,655
Chief	4,777
Leader	3,344
C.E.O.	2,846
Executive	1,641
Chairman	549

<b>TECHNICAL</b>	<b>79,133</b>
Engineering	51,194
Technician	5,063
Design	5,087
Project	4,687
Programmer	3,321
Process	3,219
Development	2,234
Mechanical	2,583
Systems	982
CAD/CAM	763

<b>INDUSTRIAL</b>	<b>44,878</b>
Production	6,060
Operations	11,028
Tools	6,051
Plant	5,381
Quality	5,895
Mechanical	2,583
Maintenance	2,628
Welding	1,843
Industrial	1,172
Molding	1,196
Materials	1,041

Additional SIC/NAICS Codes, Industry Groupings, and Title Keyword selects are available.

Questions?  
Call Mary Venianakis  
(800) 523-0922

E-mail: [mvenianakis@sme.org](mailto:mvenianakis@sme.org)  
FAX your order to (800) 820-0991

or

Ph. (313) 425-3265 Fax (313) 425-3417

## Select Geographically

<b>New England</b>	<b>30,778</b>
Maine	1,048
New Hampshire	3,402
Vermont	1,055
Massachusetts	12,353
Rhode Island	1,774
Connecticut	11,146

<b>Middle Atlantic</b>	<b>20,903</b>
New York	8,749
New Jersey	3,710
Pennsylvania	8,444

<b>East North Central</b>	<b>71,072</b>
Ohio	17,189
Indiana	7,951
Illinois	17,458
Michigan	19,942
Wisconsin	8,532

<b>West North Central</b>	<b>16,906</b>
Minnesota	6,509
Iowa	2,994
Missouri	3,540
North Dakota	387
South Dakota	624
Nebraska	999
Kansas	1,853

<b>South Atlantic</b>	<b>26,534</b>
Delaware	267
Maryland	1,587
Virginia	2,850
West Virginia	455
North Carolina	7,161
South Carolina	3,816
Georgia	4,438
Florida	5,960

<b>East South Central</b>	<b>9,451</b>
Kentucky	2,540
Tennessee	3,834
Alabama	2,315
Mississippi	762

<b>West South Central</b>	<b>15,324</b>
Arkansas	967
Louisiana	1,207
Oklahoma	1,677
Texas	11,473

<b>Mountain</b>	<b>9,251</b>
Montana	225
Idaho	709
Wyoming	163
Colorado	1,931
New Mexico	641
Arizona	2,671
Utah	1,764
Nevada	1,147

<b>Pacific</b>	<b>59,386</b>
Alaska	88
Washington	3,586
Oregon	1,893
California	53,705
Hawaii	114
<b>Total US</b>	<b>259,605</b>
<b>Canada</b>	<b>88,357</b>

# SME E-Mail LIST ORDER FORM



Date \_\_\_\_\_ PO# \_\_\_\_\_

## BILL TO:

List Broker/Agency \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_

E-mail \_\_\_\_\_

Authorized by: \_\_\_\_\_

## FOR:

List Renter \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_

E-mail \_\_\_\_\_

Authorized by: \_\_\_\_\_

## SORT/SELECTION SUMMARY:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### PRICING:

Base Price ..... \$305/M  
Transmission Fee:.....\$100/M  
Minimum Order Quantity -Email Lists.....5,000

Selections (Per category):..... \$15/M

First 3 tests/samples are no charge. Each additional test/  
sample..... \$25 each  
Link Tracking.....\$50/Flat  
Suppression File.....\$95/Flat

Total cost: \_\_\_\_\_ Quantity Ordered \_\_\_\_\_  
Cost per thousand (Base price + Transmission fee +  
Selections) x Qty. + Output + Shipping

## ✓ LIST ORDER CHECKLIST

1 - Complete all sections of order form.  
2 - Provide a sample of the email text. If an event, need topic/date/location.

2 - Sign List Rental Agreement.

3 - Please provide:

From Line \_\_\_\_\_

Subject Line \_\_\_\_\_

Seed/Test email addresses \_\_\_\_\_

Launch date \_\_\_\_\_

Your company's Email opt out file to suppress.

**Email message:**

- Html/Text. Provide the html file as an attachment, not within the body of an email message. Plain text can be provided as Word, TextPad or NotePad files.

- Plain text message: No graphics can be used or special fonts (bold, italics, underline, etc.)

4 - You will receive a test/sample that will require your approval.

## TERMS & CONDITIONS

1. Names are rented for one-time usage only. Sample Email message must be approved before names can be released. Lists are not available for offers deemed competitive with any SME product/service. SME reserves the right to refuse rental of its Email lists. Lists are not to be reused (unless under multi agreement), duplicated, transferred, disclosed or appended for phone or fax numbers.

2. Commission discounts are applied on the base list rental price to recognized and qualified list brokers and advertising agencies.

3. List Renter will be billed on actual delivered quantity approximately 5 days after dispatch and agrees to pay within 30 days of deployment date.

4. A List Rental Agreement must be signed by the List Renter (not an agent or third party) before a test/sample is sent.

5. All SME Lists are monitored for unauthorized and illegal usage. Mailer understands that Lists contain seed names to monitor compliance. List Renters that reuse a SME List without prior consent will be subjected to penalties and may lose their right to future rentals. Penalties will include the full purchase price of the List, which includes the base cost and selection charges based on the total number of names on the original order, plus a flat penalty fee of \$1,000.00 for each occurrence.

6. Cancelled orders within 48 hours of scheduled launch date will be billed \$10.00/M. Minimum charge is \$150.00. Orders cancelled less than 24 hours before scheduled launch date will be billed at full charge.

7. Full payment is due within 30 days of invoice. Pre-payment is required for first time list renters.

**Thank you for using SME lists!**

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# SME E-MAIL LIST RENTAL AGREEMENT

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Date: \_\_\_\_\_ List Renter: \_\_\_\_\_

WHEREAS the Society of Manufacturing Engineers ("SME") develops and maintains certain E-mail lists (the "list" or "list(s)"), and

WHEREAS said lists constitute trade secrets of SME, in which SME has exclusive proprietary rights and interests, and

WHEREAS List Renter has agreed to rent from SME or an authorized agent of SME one or more of said lists and to maintain the confidentiality of same, List Renter Agrees:

1. A sample of the email message is required for pre-approval. SME reserves the right to decline any order at its sole discretion. No list shall be used for any purpose other than the purpose as described in sample message for which it is rented. The use of any list shall be limited solely and exclusively to the specific merchandise or service approved by SME and described in the applicable sample message.
2. The List Renter agrees that each dispatch provided to SME will not contain any data-gathering or depositing device. Only responses received by List Renter will become available to the List Renter.
3. List Renter will be billed on actual delivered quantity approximately 5 days after dispatch and agrees to pay within 30 days of deployment date.
4. List Renter will provide to SME's third-party service provider an Opt-out suppression file of people who have requested not to receive e-mail messages from the List Renter. This file will be treated as confidential information and will only be used to be suppressed from the SME list in compliance with the law.
5. An Opt-out message will be included in all transmissions as well as the List Renter's business postal address.
6. List Renter agrees to indemnify and make SME whole for any violation of this Agreement by List Renter or any of its employees or agents. List Renter agrees that any violation of this Agreement cannot be adequately redressed by an award of damages, and that SME shall be entitled to injunctive relief from such violation, in addition to all other remedies available to SME under the law. In the event of any said violation, List Renter agrees that it will be additionally liable to SME for all costs and Attorneys' fees incurred by SME in seeking redress of said violation. List Renter will not hold SME liable for any claim, damage, expense, liability or loss incurred by List Renter's use of this list.
7. List Renter acknowledges reading and agreeing to be bound by SME's Terms and Conditions stated on the SME List Order Form. List Renter understands that SME Lists are for one-time use only and that any unauthorized use is subject to penalties. Penalties will include the full purchase price of the List, which includes the base cost and selection charges based on the total number of names on the original order, plus a flat penalty fee of \$1,000.00 for each occurrence.
- 8. Full payment is due within 30 days of invoice. Pre-payment is required for first time list renters.**

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*Authorized Signature*

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*Title*

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*Print Name*