

# SME BUSINESS PHONE MASTERFILE LIST

Over 682,300 Engineers, Managers and Technical Professionals!



## Business Phone Masterfile Name Sources

- ⇒ Continuously updated
- ⇒ 100% Named individuals
- ⇒ 100% Response-generated
- ⇒ NCOA Updated/CASS Certified
- ⇒ ACS Updated monthly

### Name Source

### Description

|   |  |
|---|--|
| <b>Exposition Attendees &amp; Registrants</b>                     | Buyers and specifiers of capital equipment                 |
| <b>SME Conference &amp; In-Plant Course Attendees</b>             | \$500-\$1,000+<br>Unit of Sale                             |
| <b>Buyers of Books, Videos, CDs, DVDs &amp; Training Programs</b> | \$500-\$1,000+<br>Unit of Sale                             |
| <b>Magazine Subscribers:<br/>Manufacturing Engineering</b>        | Direct request for SME published magazines / e-newsletters |
| <b>E-Newsletter Subscribers:<br/>Lean Directions</b>              |  |
| <b>Quality in Manufacturing</b>                                   |  |
| <b>AeroDef Manufacturing</b>                                      |  |
| <b>Energy Manufacturing</b>                                       |  |

## RATES

Base price: ..... \$140/M  
Minimum order quantity: ..... 3,000

### Selections/Charges:

Telephone Numbers.....\$70/M  
Geographic (State or zip code) ..... \$20/M  
Plant size ..... \$20/M  
SIC code (2 or 4-digit) ..... \$20/M  
Job function/classification ..... \$20/M  
Job title keyword(s) ..... \$20/M  
Technical interest ..... \$20/M

**Business Phone & Mailing List Combination:**  
\$290/M + Selects/M

## OUTPUT OPTIONS

Diskette (ASCII/comma-delimited).....\$50/flat  
Electronic/E-mail (ASCII/comma-delimited)\$50/flat  
FTP .....\$50/flat

## Select by Technical Interest

|   |                |
|---|----------------|
| <b>Automated Manufacturing &amp; Assembly</b> | <b>315,311</b> |
| Assembly & Joining                            | 95,652         |
| Automation & Controls                         | 11,212         |
| Machine Vision                                | 3,688          |
| Material Handling                             | 106,743        |
| NC/ CNC/DNC                                   | 93,936         |
| Robotics                                      | 94,228         |
| <b>Engineering Materials</b>                  | <b>93,601</b>  |
| Ceramics                                      | 579            |
| Composites                                    | 23,805         |
| Heat Treating                                 | 1,439          |
| Metals  | 21,011         |
| <b>Finishing &amp; Coating</b>                | <b>119,781</b> |
| Automated Coating                             | 2,350          |
| Curing  | 2,530          |
| Plastic Finishing                             | 17,977         |
| Liquid Coating                                | 3,716          |
| Parts Cleaning & Degreasing                   | 37,101         |
| Powder Coating                                | 3,928          |
| Spray Finishing                               | 2,612          |
| <b>Plastics</b>                               | <b>103,774</b> |
| Blow Molding                                  | 7,642          |
| Extrusion                                     | 14,507         |
| Injection Molding                             | 47,149         |
| Materials & Compounding                       | 21,342         |
| Moldmaking                                    | 42,795         |
| <b>Electronics Manufacturing</b>              | <b>3,468</b>   |
| <b>Research &amp; Development</b>             | <b>3,417</b>   |
| <b>Manufacturing Services</b>                 | <b>35,176</b>  |

|   |                |
|---|----------------|
| <b>Forming &amp; Fabricating</b>        | <b>302,743</b> |
| Casting                                 | 7,098          |
| Coil Handling & Processing              | 25,019         |
| Coolants & Lubricants                   | 30,964         |
| Dies                                    | 23,733         |
| Extruding                               | 12,625         |
| Hydroforming                            | 13,954         |
| Laser & Plasma Cutting                  | 66,424         |
| Lasers & Related Equipment              | 67,674         |
| Plate & Structural Fabricating          | 29,089         |
| Press Brakes                            | 59,163         |
| Presses                                 | 23,124         |
| Punching                                | 67,030         |
| Roll Forming                            | 17,545         |
| Sheet Metal Fabricating Processes       | 27,433         |
| Stamping                                | 39,306         |
| Tooling                                 | 25,480         |
| Tube & Pipe Processing                  | 38,953         |
| Welding                                 | 131,558        |
| <b>Machining &amp; Material Removal</b> | <b>352,240</b> |
| Chucks                                  | 63,574         |
| Cutting Tools & Accessories             | 126,514        |
| Deburring & Edge Finishing              | 71,748         |
| Drilling/Reaming/Tapping                | 65,312         |
| EDM                                     | 55,572         |
| Grinding                                | 83,662         |
| Jigs & Fixtures                         | 13,099         |
| Machining Centers                       | 116,419        |

|   |                |
|---|----------------|
| <b>Product Design &amp; Process Improvement</b> | <b>313,225</b> |
| Cost Estimating                                 | 2,970          |
| Internet & E-Manufacturing                      | 2,315          |
| Lean Manufacturing                              | 85,490         |
| Plant Engineering & Maintenance                 | 16,174         |
| Plant Layout                                    | 2,366          |
| Product Design & Automation                     | 50,343         |
| CAD/Computer-Aided-Design                       | 37,784         |
| Rapid Prototyping                               | 52,391         |
| Workplace Safety & Ergonomics                   | 80,632         |
| <b>Quality</b>                                  | <b>118,806</b> |
| Geometric Dimensioning & Tolerancing            | 1,276          |
| Quality Certification & Registration            | 710            |
| DOE/Design of Experiments                       | 410            |
| SPC/Statistical Process Control                 | 5,413          |
| <b>Design Software &amp; Process Controls</b>   | <b>202,203</b> |
| CAD/CAM Software:                               | 99,261         |
| Computer-Aided-Engineering                      | 3,766          |
| Computer-Integrated-Mfg.                        | 10,526         |
| Manufacturing Software:                         | 59,894         |
| Flexible Systems                                | 48,493         |
| Simulation                                      | 2,177          |
| ERP/MRP & Supply Chain Mgmt.                    | 9,539          |
| Project Management                              | 4,293          |
| Purchasing & Inventory Control                  | 4,463          |
| <b>Measurement &amp; Inspection</b>             | <b>88,411</b>  |
| Coordinate Measuring Machines                   | 40,456         |
| Gages & Gaging Systems                          | 2547           |

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

# SME BUSINESS PHONE MASTERFILE LIST



## Select by Industry Groupings

|                                    |        |
|------------------------------------|--------|
| Machine Shops                      | 58,455 |
| Autos & Auto Parts                 | 37,837 |
| Medical/Dental Instruments         | 24,085 |
| Tool & Die Shops                   | 20,393 |
| Aircraft, Aircraft Engines & Parts | 18,929 |
| Machine Tools                      | 11,150 |
| Metal Stamping                     | 10,166 |

## Select by Industry Types / SICs

|                                   |         |
|-----------------------------------|---------|
| 30 Rubber and Misc. Plastics      | 27,852  |
| 33 Primary Metal Industries       | 18,242  |
| 34 Fabricated Metal Products      | 85,925  |
| 35 Machinery, except Electrical   | 173,877 |
| 36 Electric and Electronic Equip. | 29,518  |
| 37 Transportation Equipment       | 58,299  |
| 38 Instruments & Related Products | 40,520  |

## Select by Plant Size

|                |         |
|----------------|---------|
| 1-19           | 250,087 |
| 20-49          | 151,070 |
| 50 - 99        | 90,819  |
| 100 - 249      | 104,778 |
| 250 - 499      | 58,504  |
| 500 - 999      | 36,281  |
| 1,000 - 2,499  | 24,721  |
| 2,500 and over | 20,199  |

## Select by Title (Individual Keywords)

|                  |                |
|------------------|----------------|
| <b>EXECUTIVE</b> | <b>612,300</b> |
| Management       | 152,041        |
| Owner            | 155,309        |
| President        | 135,363        |
| V.P.             | 39,300         |
| Supervisor       | 26,224         |
| Purchasing/Buyer | 22,354         |
| Executive        | 18,756         |
| Senior           | 18,185         |
| Director         | 16,720         |
| Leader           | 9,267          |
| C.E.O.           | 8,902          |
| Chief            | 7,633          |
| Chairman         | 2,246          |
| <b>TECHNICAL</b> | <b>171,836</b> |
| Engineering      | 108,013        |
| Technician       | 14,103         |
| Project          | 10,935         |
| Programmer       | 7,831          |
| Design           | 7,721          |
| Process          | 6,897          |
| Development      | 6,331          |
| Mechanical       | 5,937          |
| CAD/CAM          | 2,090          |
| Systems          | 1,978          |

## Select by NAICS Industries

|                                    |         |
|------------------------------------|---------|
| 332 Fabricated Metal Products      | 147,037 |
| 333 Machinery Manufacturing        | 109,640 |
| 334 Computer & Electronic Products | 33,787  |
| 335 Electrical Equipment           | 15,503  |
| 336 Transportation Equipment       | 62,799  |
| 337 Furniture & Related Products   | 7,558   |
| 339 Miscellaneous Mfg              | 45,493  |

**Additional SIC Codes (2 or 4-digit), Industry Groupings, NAICS and Title Keyword selects are available.**

## Select by Job Function

|                             |         |
|-----------------------------|---------|
| Owner / Corporate Executive | 284,993 |
| Manufacturing Production    | 169,852 |
| Manufacturing Engineering   | 87,822  |
| Product Design / R&D        | 49,974  |
| Sales/Marketing             | 48,696  |
| Quality Assurance/Control   | 19,466  |
| Purchasing                  | 18,874  |
| Control Engineering         | 10,230  |

|                   |                |
|-------------------|----------------|
| <b>INDUSTRIAL</b> | <b>145,933</b> |
| Machinist         | 22,965         |
| Plant             | 19,129         |
| Production        | 16,826         |
| Tools             | 15,004         |
| Operations        | 14,552         |
| Quality           | 12,769         |
| CNC               | 9,629          |
| Foreman           | 8,094          |
| Maintenance       | 7,079          |
| Mechanical        | 5,937          |
| Dies              | 3,178          |
| Estimating        | 2,764          |
| Industrial        | 2,602          |
| Materials         | 2,442          |
| Inspector         | 1,963          |

## Select Geographically

|                           |                |
|---------------------------|----------------|
| <b>New England</b>        | <b>78,091</b>  |
| Maine                     | 2,842          |
| New Hampshire             | 8,091          |
| Vermont                   | 2,507          |
| Massachusetts             | 32,023         |
| Rhode Island              | 4,854          |
| Connecticut               | 27,774         |
| <b>Middle Atlantic</b>    | <b>61,430</b>  |
| New York                  | 24,725         |
| New Jersey                | 11,657         |
| Pennsylvania              | 25,048         |
| <b>East North Central</b> | <b>224,621</b> |
| Ohio                      | 53,679         |
| Indiana                   | 25,691         |
| Illinois                  | 58,798         |
| Michigan                  | 58,909         |
| Wisconsin                 | 27,544         |
| <b>West North Central</b> | <b>50,499</b>  |
| Minnesota                 | 20,668         |
| Iowa                      | 8,712          |
| Missouri                  | 10,472         |
| North Dakota              | 1,119          |
| South Dakota              | 1,533          |
| Nebraska                  | 2,921          |
| Kansas                    | 5,074          |
| <b>South Atlantic</b>     | <b>84,755</b>  |
| Delaware                  | 909            |
| Maryland                  | 4,745          |
| Virginia                  | 8,651          |
| West Virginia             | 1,507          |
| North Carolina            | 23,727         |
| South Carolina            | 12,362         |
| Georgia                   | 14,113         |
| Florida                   | 18,741         |
| <b>East South Central</b> | <b>29,401</b>  |
| Kentucky                  | 7,629          |
| Tennessee                 | 12,290         |
| Alabama                   | 6,970          |
| Mississippi               | 2,512          |
| <b>West South Central</b> | <b>50,670</b>  |
| Arkansas                  | 3,462          |
| Louisiana                 | 4,033          |
| Oklahoma                  | 5,224          |
| Texas                     | 37,951         |
| <b>Mountain</b>           | <b>25,432</b>  |
| Montana                   | 1,003          |
| Idaho                     | 1,844          |
| Wyoming                   | 597            |
| Colorado                  | 6,239          |
| New Mexico                | 1,832          |
| Arizona                   | 7,081          |
| Utah                      | 4,069          |
| Nevada                    | 2,767          |
| <b>Pacific</b>            | <b>156,747</b> |
| Alaska                    | 415            |
| Washington                | 8,311          |
| Oregon                    | 5,504          |
| California                | 142,040        |
| Hawaii                    | 477            |
| <b>Total</b>              | <b>761,646</b> |

**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**

# SME BUSINESS PHONE LIST ORDER FORM



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

## BILL TO:

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone (     ) \_\_\_\_\_  
FAX (     ) \_\_\_\_\_  
Authorized by: \_\_\_\_\_

## SEND TO - THIRD PARTY AGENT:

(Street & number needed for shipping)  
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone (     ) \_\_\_\_\_  
FAX (     ) \_\_\_\_\_  
File Identification \_\_\_\_\_

## FORMAT:

Lists are sorted by 9 and 5-digit east/west numerical zip code sequence. One (1) format output only.

### Electronic/E-mail: Third Party Agent's Email:

: \_\_\_\_\_  
ASCII/comma-delimited file – Add \$50 flat fee

**Diskette:** ASCII/comma-delimited -Add \$50 flat fee.

**FTP: ASCII/comma-delimited** - Add \$50 flat fee  
Instructions: \_\_\_\_\_

**Key coding:** Indicate key code here \_\_\_\_\_  
Add \$5.00 per thousand names.

**Include Plant Size and/or SIC Code** in output @ \$20/M each

## SHIPPING INSTRUCTIONS:

- UPS Ground ..... \$7.00
- Second Day Air ..... \$16.00
- Next Day Air (priority) ..... \$31.00
- Next Day Air (standard) ..... \$27.00
- Foreign / Canada ..... \$40.00
- Bill Recipient or 3rd Party:

Account #/Carrier \_\_\_\_\_

**Need-By Date:** \_\_\_\_\_ **Project Date:** \_\_\_\_\_

## SORT/SELECTION SUMMARY:

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

## PRICING:

### Base Price:

SME Masterfile:.....\$140/M  
Phone Select.....\$70/M  
Minimum Order Quantity.....3,000

**Selections** (Per category):.....\$ 20/M

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

## ✓ LIST ORDER CHECKLIST

- 1 - All sections of order form completed?
- 2 - Sign List Rental Agreement?
- 3 - FAX sample telemarketing script?  
If an event, need topic/date/location.  
**FAX (800) 820-0991 • PHONE (800) 523-0922 or**  
**Fax (313) 425-3417 • PHONE (313) 425-3265**

## TERMS & CONDITIONS

1. Names are rented for one-time usage only and are required to ship direct to a bonded third party mail house or telemarketing agent. Sample script must be approved before names can be released. Lists are not available for offers deemed competitive with any SME offer. SME reserves the right to refuse rental of its lists. Lists are not to be reused (unless under multi use agreement), duplicated, transferred or disclosed.

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

3. SME requires shipment of all business phone lists to only Agents/Third-Parties performing telemarketing or related services on behalf of List Renter. Examples include: List Service Bureaus, Merge/Purge or Data Management facilities or directly to Telemarketing Agents.

4. List Renter & List Renter's Agent / Third Party Service Provider agree not to save/ load/ integrate/ append data from list provided for telemarketing into subscriber or prospect masterfiles for either re-use or to append phone numbers or other supplied data to current customer files.

5. List Renter & Third Party agree that SME Business Phone Records cannot be retained, stored, or duplicated. Usage is limited to one phone campaign, limited to only approved scripts / offers within an approved phone campaign time-frame.

6. Agents/ Third-Party Service Providers for List Renter also agree to the usage restrictions of List Renter. Unauthorized usage or re-usage subject to penalties, including but not restricted to: Additional invoice for full rental price, plus \$1000 penalty for each occurrence.

7. Diskettes of cancelled orders must be returned to SME within 30 days of shipment to qualify for credit. Cancelled orders will be billed \$10.00/M running charges plus shipping and format charges. Minimum running charge is \$150.00. Orders cancelled after scheduled date will be billed at full charge.

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

**Thank you for using SME lists!**

# SME BUSINESS PHONE LIST RENTAL AGREEMENT



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## To be completed by mailer:

Date: \_\_\_\_\_

Offer: \_\_\_\_\_

Company: \_\_\_\_\_

Timeframe: \_\_\_\_\_

**SME requires shipment of all business phone lists to only Agents / Third-Parties performing telemarketing or related services on behalf of List Renter. Examples include: List Service Bureaus, Merge / Purge or Data Management facilities or directly to Telemarketing Agents.**

WHEREAS the Society of Manufacturing Engineers ("SME") develops and maintains certain Mailing/ Business Phone 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. To maintain as strictly confidential and not in any manner directly or indirectly cause or permit any list(s) or any part thereof to be duplicated, reproduced, disclosed, transferred, retained in any form, or appended for fax numbers. List Renter & List Renter's Agent/Third-Party Service Provider agree not to save/load/integrate/append data from list provided for telemarketing into subscriber of prospect masterfiles for either re-use or to append phone numbers or other supplied data to current customer files. List Renter shall instruct each of its employees and agents who has any access to any list, of its obligations under this Agreement.

2. No list shall be used for any purpose other than the purpose as described for phone campaign 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 telemarketing script. Usage is limited to one phone campaign within an approved phone campaign time-frame. Unauthorized usage or re-usage subject to penalties, including but not restricted to: Additional invoice for full rental price, plus \$1000 penalty for each occurrence.

3. All lists shall be erased or otherwise destroyed immediately after such use, regardless of the form in which they are rented.

4. 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.

5. 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.

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

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*Authorized Signature*

*Title*

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# SME BUSINESS PHONE LIST RENTAL AGREEMENT

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To be completed by third-party recipient:

**SME requires shipment of all business phone lists to only Agents / Third-Parties performing telemarketing or related services on behalf of List Renter. Examples include: List Service Bureaus, Merge / Purge or Data Management facilities or directly to Telemarketing Agents.**

List Renter & List Renter's Agent / Third-Party Service Provider agree not to save / load / integrate / append data from list provided for telemarketing into subscriber or prospect masterfiles for either re-use or to append phone numbers or other supplied data to current customer files.

List Renter & Third Party agree that SME Business Phone Records cannot be retained, stored, or duplicated. Usage is limited to one phone campaign, limited to only approved scripts / offers within an approved phone campaign time-frame.

Agents / Third-Party Service Providers for List Renter also agree to the usage restrictions of List Renter. Unauthorized usage or re-usage subject to penalties, including but not restricted to: Additional invoice for full rental price, plus \$1000 penalty for each occurrence.

SME requires that any disconnected/wrong/bad phone numbers be returned to SME along with the corresponding POP ID (see file output).

We, the undersigned, hereby agree to all the terms and conditions stated herein.

**Agent/List Recipient Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

Print Name / Company / Address: (or attach business card)

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

Client: \_\_\_\_\_

Offer: \_\_\_\_\_

Project Dates: \_\_\_\_\_

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