

SME MASTERFILE LIST

Over 1,197,700 Engineers, Managers and Technical Professionals!



- Continuously updated
- 100% Named individuals
- 100% Response-generated
- 99% Deliverability guaranteed
- NCOA updated/CASS Certified
- ACS updated monthly

Masterfile Name Sources*	
Name Source	Description
Exposition Attendees & Registrants	Buyers and specifiers of capital equipment
Paid SME Members	\$125+/year Dues
SME Conference & In-Plant Course Attendees	\$500-\$1,000+ Unit of Sale
Buyers of Books, Videos, CDs, DVDs & Training Programs	\$500-\$1,000+ Unit of Sale
Magazine Subscribers: <i>Manufacturing Engineering</i>	Direct request for SME published magazines / e-newsletters
E-Newsletter Subscribers: Lean Directions	
Quality in Manufacturing	
AeroDef Manufacturing	
Energy Manufacturing	

RATES

Base price: \$140/M (Per thousand)
 Minimum order quantity: 5,000
Selections/Charges:
 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 \$70/M
Combination Pricing Base Rate*
 Business Phone & Mailing List \$290/M
 Mail & Email \$390/M
 Email & Business Phone \$420/M
 Mail, Business Phone & Email \$480/M
 *Selects and Transmission fee are additional.

OUTPUT OPTIONS

Pressure Sensitive Labels (peel & stick) \$20/M
 Diskette/Email/FTP (ASCII/comma-delimited). \$50/flat

Select by Technical Interest

Automated Manufacturing & Assembly 458,158	Forming & Fabricating 427,975	Product & Process Design Management 462,048
Assembly & Joining 125,772	Casting 10,023	Computer Aided Design (CAD) 51,481
Automation & Controls 22,126	Coil Handling & Processing 34,768	Cost Estimating 4,782
Machine Vision Systems 8,392	Coolants & Lubricants 47,669	Internet & E-Manufacturing 4,450
Material Handling 149,760	Dies 33,014	Lean Manufacturing 123,631
NC/ CNC/DNC 123,962	Extruding 19,817	Plant Engineering & Maintenance 31,517
Robotic Fundamentals 128,199	Hydroforming 19,707	Plant Layout 3,735
Engineering Materials 134,665	Laser & Plasma Cutting 92,357	Product Design & Automation 75,988
Composites 29,606	Lasers & Related Equipment 90,276	Rapid Prototyping 74,145
Heat Treating Fundamentals 2,166	Plate & Structural Fabricating 38,760	Workplace Safety & Ergonomics 108,632
Metals 32,885	Press Brakes 76,343	Quality 162,915
Finishing & Coating 161,401	Presses 29,280	Geometric Dimensioning & Tolerancing 2,467
Automated Coating 2,947	Punching 86,720	Quality Certification & Registration 1,611
Finishes, Curing 3,121	Roll Forming 24,676	Statistical Process Control 6,711
Liquid Coating 4,804	Sheet Metal Fabricating Proc. 34,645	Controls, CAD/CAM Software 298,210
Plastic Finishing 20,511	Stamping 50,467	Software, CAD/CAM: 138,878
Parts Cleaning & Degreasing 45,823	Tooling, Forming & Fabricating 33,686	Computer Aided Engineering Equip. 8,061
Powder Coating Processes 5,035	Tube & Pipe 52,773	Computer Integrated Mfg. 19,651
Spray Finishing 3,271	Welding 178,926	Software, Manufacturing: 92,722
Plastics Molding & Manufacturing 144,674	Machining & Material Removal 513,713	Flexible Manufacturing Systems 65,948
Blow Molding 8,760	Chucks 84,440	Simulation 3,817
Extrusion 17,784	Cutting Tools & Accessories 174,110	Software, ERP/MRP & Supply Chain Management 16,596
Injection Molding 55,484	Deburring & Edge Finishing 96,751	Software, Project Management 8,357
Moldmaking 59,536	Drilling/Reaming/Tapping 81,605	Software, Purchasing & Inventory Control 9,191
Plastic Materials & Compounding 24,154	Electrical Discharge Machining (EDM) 74,661	Measurement, Inspection & Testing 126,629
Electronics Manufacturing 9,813	Grinding 113,256	Coordinate Measuring Machines 48,795
Mold, Tool & Die Design 71,159	Jigs & Fixtures 19,999	
Manufacturing Services 51,394	Machining Centers 161,840	
Research & Development 12,223	Milling 169,286	
	Sawing Machines & Systems 112,184	
	Screw Machining 55,279	
	Turning & Boring 159,740	

Questions? Mary Venianakis (800) 523-0922 - lstrentals@sme.org

SME MASTERFILE LIST

continued...



Select by Industry Groupings

Machine Shops	80,433
Autos & Auto Parts	54,039
Medical/Dental Instruments	30,372
Aircraft, Aircraft Engines & Parts	30,033
Tool & Die Shops	29,224
Plastic Parts/Products	24,869
Farm/Construction/Lawn/ Mining Machines	18,560
Machine Tools	15,687
Metal Stampings	13,756

Other Industries also selectable by SICs and NAICS.

Select by Plant Size

1-19	273,210
20 - 49	201,108
50 - 99	130,707
100 - 249	157,966
250 - 499	90,560
500 - 999	60,536
1,000 - 2,499	44,584
2,500 and over	37,818

Select by Job Title (Individual Keywords)

EXECUTIVE	639,366
Management	189,084
President	130,569
Owner	124,063
V.P.	46,361
Supervisor	33,847
Director	27,505
Senior	26,674
Purchasing	19,661
Leader	13,335
C.E.O.	9,461
Chief	9,281
Executive	6,958
Chairman	2,567

TECHNICAL	260,489
Engineer	164,107
Technician	20,144
Project	16,706
Design	12,650
Programmer	11,386
Process	10,528
Mechanical	9,551
Development	9,239
Systems	3,121
CAD/CAM	3,057

Select by NAICS Industries

332 Fabricated Metal Products	194,862
333 Machinery Manufacturing	151,453
334 Computers & Electronics	46,073
335 Electrical Equipment	21,373
336 Transportation Equipment	92,261
337 Furniture & Related Products	7,900
339 Miscellaneous Manufacturing	51,730

Select by Industry Types / SICs

33 Primary Metal Industries	24,180
34 Fabricated Metal Products	111,072
35 Machinery, except Electrical	239,317
36 Electric and Electronic Equipment	40,324
37 Transportation Equipment	85,921
38 Instruments and Related Products	53,919

Other SICs and NAICS also selectable

Select by Job Function

Owner/Corporate Executive	304,067
Manufacturing Production-Mgmt	90,657
Manufacturing Production-Dept	181,385
Manufacturing Engineering-Mgmt	34,384
Manufacturing Engineering-Dept	117,376
Product Design/R&D	89,418
Purchasing	30,252
Quality Management	30,690
Control Engineering	17,134
Sales/Marketing	73,385

INDUSTRIAL	175,580
Operations	28,259
Plant	25,673
Production	25,043
Tools	21,232
Quality	17,953
Maintenance	11,852
Foreman	10,739
Mechanical	9,551
Molding	8,765
Welding	8,480
Industrial	4,686
Materials	3,347

Additional SIC Codes (2 or 4-digit) or NAICS Codes (3 or 6-digit) Industry Groupings, and Title Keyword selects are available.

Questions?

Call Mary Venianakis

(800) 523-0922

E-mail: mvenianakis@sme.org

FAX your order to (800) 820-0991

or

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

Select Geographically

New England	96,419
Maine	3,326
New Hampshire	10,075
Vermont	3,119
Massachusetts	39,261
Rhode Island	5,544
Connecticut	35,094

Middle Atlantic	70,206
New York	29,349
New Jersey	12,315
Pennsylvania	28,542

East North Central	280,880
Ohio	66,518
Indiana	32,893
Illinois	71,880
Michigan	75,593
Wisconsin	33,996

West North Central	62,511
Minnesota	24,819
Iowa	11,348
Missouri	12,766
North Dakota	1,390
South Dakota	2,238
Nebraska	3,730
Kansas	6,220

South Atlantic	96,665
Delaware	957
Maryland	5,304
Virginia	10,048
West Virginia	1,675
North Carolina	27,207
South Carolina	14,346
Georgia	16,171
Florida	20,958

East South Central	35,255
Kentucky	9,335
Tennessee	14,798
Alabama	8,171
Mississippi	2,951

West South Central	58,287
Arkansas	3,975
Louisiana	3,890
Oklahoma	5,823
Texas	44,599

Mountain	27,721
Montana	808
Idaho	2,045
Wyoming	555
Colorado	6,331
New Mexico	2,079
Arizona	8,202
Utah	4,912
Nevada	2,789

Pacific	190,178
Alaska	284
Washington	10,178
Oregon	5,837
California	173,490
Hawaii	389

Total US	918,122
Canada	208,005

International geographic selects (by country) also available.

SME 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 () _____

Package Identification _____

In order to provide you with the most updated lists, please send returned or undeliverable mail to:

SME, Circulation Department, 1 SME Drive, Dearborn, MI 48128

(See Terms & Conditions Below)

FORMAT:

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

- Pressure sensitive labels (peel and stick):**
Add \$15.00 per thousand names.
- Diskette:** ASCII/comma-delimited - Add \$50.00 flat fee.
- Electronic/E-mail: Third Party Agent's Email:**

ASCII/comma-delimited file - Add \$50.00 flat fee.
- FTP** - ASCII/comma-delimited - \$50.00 flat fee.
Instructions _____
- Include Plant Size and/or SIC Code in output @ \$20/M each**

SHIPPING INSTRUCTIONS:

- 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: _____ **Mail Date:** _____

SORT/SELECTION SUMMARY:

PRICING:

Domestic Base Price \$140/M(Per thousand)
International Masterfile:.....\$250/M
Minimum Order - Mailing Lists.....5,000
Minimum Order Quantity - Business Phone Lists.....3,000

Selections (Per category):.....\$20/M
Phone Numbers.....\$70/M
Key Coding: Indicate code _____ \$5/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 mail piece or summary of offer/product?
If an event, need topic/date/location.
FAX (800) 820-0991 • PHONE (800) 523-0922

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 mail piece/telemarketing 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 mailing lists. Lists are not to be reused (unless under multi agreement), duplicated, transferred, disclosed or appended for phone or fax numbers.
2. Commission discounts applied on the base list rental price to recognized and qualified list brokers and advertising agencies.
3. Lists are updated continuously and guaranteed to be 99% deliverable if mailed via first or third class mail within 45 days of receipt. Non-deliverables in excess of 1% will be refunded for cost of names plus the rate of outgoing postage. Non-deliverables must be received by SME no later than 30 days after first attempted delivery. Please send undeliverable mail to SME, Circulation Department, 1 SME Drive, Dearborn, MI 48128.
4. SME requires shipment of all lists to only Agents/Third-Parties performing mailing services on behalf of List Renter.

5. A List Rental Agreement must be signed by the mailer (not an agent or third party) before our lists will be released.
6. All SME Lists are monitored for unauthorized and illegal usage. Mailer understands that Lists contain decoy names. Mailers 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 mailed 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.
7. Labels, tapes or 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 mail 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 LIST RENTAL AGREEMENT



Date: _____

Company: _____

SME requires shipment of all lists to only Third-Party Agents performing mailing services on behalf of List Renter.

WHEREAS the Society of Manufacturing Engineers ("SME") develops and maintains certain mailing 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 phone or fax numbers. 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 in sample mail piece 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 mailing piece.

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. Penalties will include the full purchase price of the mailed 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. Full payment is due within 30 days of invoice. Pre-payment is required for first time list renters.

Authorized Signature

Title

List Renter: