

# eMail List Cadalyst International

Email Addresses Available 769 \$750 Flat Fee

## Who They Are

Primarily corporate and senior managers, engineers and CAD managers within the architecture, engineering and construction (AEC) and manufacturing industries.

## What They Buy

Over 90% of *Cadalyst* subscribers expect to buy CAD products and computer peripherals over the next twelve months. Industry experts forecast AEC CAD expenditures at \$1.8 billion annually; the mechanical CAD/CAM/CAE market is forecasted at \$6.7 billion. Growth rates are expected to increase steadily over the next five years. Subscribers have specifically indicated some of the products they plan to buy including:

- CAD Software
- Visualization Software
- Graphic Design Software
- Printers, Plotters, Monitors
- Collaboration Software/Solutions
- High Speed Internet Access

## Why They Subscribe

Subscribers rely on the award winning editorial team at *Cadalyst* to provide expert, reliable analysis through product reviews, features and tutorials covering CAD-related developments – from collaboration and E-commerce to 3D simulation and visualization. Every issue also includes in depth focus on mechanical and manufacturing, with articles on how CAD/CAM/CAE solutions are integrated within the manufacturing environment, from CNC machining to supply chain integration.




Mail List  
AVAILABLE

**Quality Leads**  
**Targeted Penetration**  
**Guaranteed Value**  
**Proven Results**

**Minimum Order**  
\$750 Flat Fee

### List Source

Controlled Circulation,  VERIFIED  
AUDIT PENDING

### Mail/E-Mail/Phone Lists

Combination Discounts Available  
Call for Rates

### Selections

Base Rate + \$15/M  
Job Title  
Job Function  
Business/Industry  
Business Address  
Geography  
Gender  
Max Per Site  
All Other Selects \$15/M-\$25/M

### How to Rent an Advanstar E-Mail List

All orders must be in writing. Please mail, fax or e-mail a letter or purchase order with the following information:

- Selections
  - Quantity of names requested
  - Test names and corresponding e-mail addresses
  - Target date you need the e-mail message sent
  - Sample of the e-mail message
  - Prepayment if requested for a first time renter
- A signed e-mail list rental contract is required with each order before transmission.

### Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

### Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.



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For advertising opportunities visit [www.cadalyst.com](http://www.cadalyst.com)

**QUESTEX**  
MEDIA

[www.questex.com](http://www.questex.com)

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## E-mail List Terms and Conditions:

1. All transmissions must be sent by Questex Media's service provider.
2. In compliance with the CAN SPAM Act of 2003, Questex Media inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
3. Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
4. Advertisers must supply Questex Media with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Advanstar an email stating that fact.
5. The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
6. The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a Web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
7. Within 48 to 72 hours of receipt of all required information, Questex Media will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
8. Pricing is based on net, error free e-mails delivered.
9. Prepayment is required for first time renters.
10. The list owner reserves the right to refuse any mailer or offer message.



Contact Ilene Schwartz at 216-371-1667 • [ilene@krolldirect.com](mailto:ilene@krolldirect.com) • [www.questex.com](http://www.questex.com)  
For advertising opportunities visit [www.cadalyst.com](http://www.cadalyst.com)