

eMail List cadalyst

Email Addresses Available 15,730 \$475 per 1,000

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
3000 Names

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 a Questex 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
 - HTML and text message attachment
 - 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



QUESTEX
MEDIA

www.questex.com

eMail List

cadalyst

Breakdown by Area of Responsibility/Job Function

Corporate Manager (owner, partner, sr. mgr)	6,123
Project/Product Management	1,119
Consultant	129
Engineering/Design Management	2,042
IT/Data Management	257
CAD Management	746
Engineer/Designer/Engineering Tech	2,118
IT (Information Technology)/CAD Support/Trainer	189
Architect	585
Drafter/CAD Operations	765
Mechanical Engineer	256
Other Operations Management	408
Other Named Executives	649

Breakdown by Business/Industry

ARCHITECTURE, ENGINEERING & CONSTRUCTION	
Facilities Planning/Space Planning/Landscape	
Architecture/Interior Design	233
Mining/Exploration/Drilling/Geology/Forestry	58
Utilities/Pipelines/Communications	265
Federal/State/Local Government/Military	454
Architecture/Structure Engineering	4,854
Construction Contractor	397
Civil Engineering	997
Surveying/Mapping/GIS	259
Engineering	1,230
Other Architecture/Engineering/Construction	477
MANUFACTURING	
Electrical/Electronics	975
Comp/Peripherals/Communication	233
Industrial/Commercial Machinery	1,408
Aerospace/Aircraft Manufacturing	430
Automotive/Other Transportation Manufacturing	626
Instrumentation/Controls Manufacturing	143
Petroleum/Raw Materials Processing	136
Chemical Manufacturing	74
Other Manufacturing Including Fabricated Metals	1,088
Manufacturer Engineering	350
Product Design	324

E-mail List Terms and Conditions:

- All transmissions must be sent by Questex Media's service provider.
- 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.
- 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.
- 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.
- The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
- 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.
- 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.
- Pricing is based on net, error free e-mails delivered.
- Prepayment is required for first time renters.
- The list owner reserves the right to refuse any mailer or offer message.



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