

DATA CENTER FACILITIES MANAGEMENT

| | EMAIL | PHONE | POSTAL |
|---|------------------------------------|----------------|----------------|
| SEGMENTS | \$440/M | \$225/M | \$165/M |
| Universe / Base Rate | N/A | 22,480 | 23,663 |
| Active US Subscribers / Base Rate | 15,485 | 22,159 | 23,331 |
| Email Addresses / Base Rate (Free Transmission) | 15,485 | | |
| Telemarketing / Base Rate | | 22,480 | |
| Active Canadian Subscribers / Postal Base Rate | N/A | 321 | 332 |
| Combined PHONE-POSTAL / Base Rate \$275/M | | 22,480 | |
| Type of Rentals | B2B / Email, Postal, Phone | | |
| Source | Controlled / Requested Circulation | | |
| Geography | USA, Limited Canada | | |
| Reuse / Key Coding / Nth Name | Please Inquire | | |

LIST MANAGER CONTACT INFORMATION

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M = Per Thousand F = Flat

DESCRIPTION

This Database Is Built From The Active Subscriber List of Building Operating Management Magazine and Facility Maintenance Decisions Magazine. Truly a Unique Opportunity To Take Your Sales Message Directly To An Influential Audience Involved In Issues Related To Energy Consumption, Floor Space And Data Center Operational Costs.

Reach This Hard-To-Find Group of Executives Responsible For The Day-To-Day Operations Of The Equipment, Systems And Services Necessary At The Nation's Largest Commercial Facilities.

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Trade Press Media Group is a leading business-to-business media company that owns award winning trade magazines, web sites, vertical search engines, national trade shows and conferences, virtual trade shows and valuable eLearning webcasts and podcasts. Trade press specializes in three important industries: facility management & maintenance, commercial cleaning and railroad & rail transit.

| TRANSMISSION / ADDRESSING | Price |
|---|--------------------------------|
| Minimum Order | \$675 |
| Order Cancellation | \$75/F |
| Pkg Transmission - Postal / Telemarketing | \$75/F |
| Suppression List - You provide to us | \$150/F |
| First HTML Tracking Links Set-Up Test | Included |
| Re-Blast @ 15% of Original Cost | 15% |
| Email - Blast Leads \$25 per lead | Email - Personalization \$20/M |

| | EMAIL | PHONE | POSTAL |
|-------------------------------------|----------------|----------------|----------------|
| Number of Buildings (\$15/M) | \$440/M | \$225/M | \$165/M |
| H - 1000 or more | 480 | 640 | 686 |
| G - 500-999 | 272 | 376 | 406 |
| F - 100-499 | 1,136 | 1,527 | 1,629 |
| D - 50-99 | 1,004 | 1,425 | 1,499 |
| A - 20-49 | 1,541 | 2,173 | 2,292 |
| 9 - 14-19 | 930 | 1,289 | 1,367 |
| 8 - 8-13 | 1,702 | 2,354 | 2,499 |
| 7 - 4-7 | 2,565 | 3,576 | 3,753 |
| 6 - 1-3 | 3,940 | 5,795 | 6,091 |
| | 13,570 | 19,155 | 20,222 |

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|---|----------------|----------------|----------------|
| Bldg/Organization Type (\$15/M) | \$440/M | \$225/M | \$165/M |
| 10 - Commercial Buildings | 4,497 | 5,943 | 6,324 |
| 20 - Government Buildings | 1,575 | 2,212 | 2,342 |
| 30 - Industrial Buildings | 806 | 1,091 | 1,139 |
| 40 - Hospitality Buildings | 323 | 478 | 508 |
| 50 - Medical Buildings | 1,877 | 3,707 | 3,908 |
| 60 - Retail Buildings | 244 | 334 | 346 |
| 70 - Educational Buildings | 5,786 | 8,265 | 8,632 |
| 90 - Arch Firms/Consultants/Contractors | 377 | 450 | 464 |
| | 15,485 | 22,480 | 23,663 |

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|---|----------------|----------------|----------------|
| Additional Select Options (\$15/M) | \$440/M | \$225/M | \$165/M |
| LABORATORY MANAGEMENT | 2,781 | 3,548 | 3,760 |
| K12 vs HIGHER ED | 5,733 | 8,103 | 8,468 |
| GREEN PRODUCT INVOLVEMENT | 4,444 | 5,443 | 5,690 |

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|-----------------------------|----------------|----------------|----------------|
| Square Feet (\$15/M) | \$440/M | \$225/M | \$165/M |
| E - Over 10,000,000 | 1,281 | 1,807 | 1,910 |
| D - 6,000,000-10,000,000 | 677 | 914 | 972 |
| C - 3,000,000-6,000,000 | 854 | 1,138 | 1,211 |
| B - 1,000,000-3,000,000 | 2,223 | 2,949 | 3,134 |
| 4 - 500,000-999,999 | 2,115 | 2,914 | 3,067 |
| 3 - 250,000-499,999 | 1,600 | 2,153 | 2,265 |
| 2 - 100,000-249,999 | 3,041 | 4,311 | 4,515 |
| 1 - Under 100,000 | 93 | 170 | 173 |
| | 11,884 | 16,356 | 17,247 |

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|---|----------------|----------------|----------------|
| Job Function/Title (\$15/M) | \$440/M | \$225/M | \$165/M |
| 21 - Other Executive/Management Titles | 187 | 329 | 353 |
| 26 - Other Construction/Engineering Titles | 125 | 197 | 212 |
| 31 - Building Owner, Developer, C-Level Executive | 2,245 | 3,275 | 3,432 |
| 32 - VP/Director of Facilities & Buildings | 2,128 | 3,014 | 3,129 |
| 33 - VP/Director of Real Estate | 178 | 245 | 260 |
| 34 - Property & Asset Manager | 847 | 1,184 | 1,246 |
| 35 - Building & Facility Manager | 2,573 | 3,407 | 3,565 |
| 36 - VP/Director of Energy Services | 50 | 67 | 68 |
| 41 - VP/Director of Facilities Engineering | 314 | 415 | 435 |
| 42 - VP/Director of Design & Construction | 88 | 125 | 131 |
| 43 - Physical Plant Director | 154 | 239 | 249 |
| 44 - Project Manager | 498 | 677 | 701 |
| 45 - Energy Manager | 142 | 182 | 190 |
| 46 - Construction Manager | 68 | 95 | 99 |
| 47 - Staff Architect | 52 | 66 | 70 |
| 48 - Staff Engineer | 335 | 436 | 457 |
| 49 - Space Planner/Interior Designer | 49 | 65 | 70 |
| 50 - Energy Director | 18 | 27 | 27 |
| 55 - Superintendent of Schools/School Districts | 2,956 | 4,367 | 4,522 |
| 60 - Director of Maintenance | 635 | 1,302 | 1,400 |
| 61 - Director of Maintenance & Engineering | 145 | 222 | 248 |
| 62 - Director of Facilities Maintenance | 241 | 392 | 426 |
| 63 - Director of Building and Grounds | 178 | 260 | 289 |
| 64 - Director Building Services/Plant Services | 50 | 79 | 86 |
| 65 - Maintenance Manager | 255 | 379 | 418 |
| 66 - Facility Maintenance Manager | 214 | 300 | 334 |
| 67 - Engineering & Maintenance Manager | 88 | 122 | 128 |
| 68 - Building Services Manager/Supervisor | 77 | 108 | 120 |
| 69 - Plant Manager/Supervisor | 70 | 121 | 130 |
| 70 - Building Maintenance Superintendent | 32 | 44 | 47 |
| 71 - Building & Grounds Superintendent | 29 | 45 | 50 |
| 72 - Maintenance Supervisor | 232 | 337 | 374 |
| 73 - Building Supervisor | 16 | 28 | 30 |
| 74 - Facility/Building/Maintenance Engineer | 118 | 171 | 186 |
| 75 - Other Maintenance Management | 98 | 158 | 181 |
| | 15,485 | 22,480 | 23,663 |

Building Operating Management

Facility Maintenance Decisions