

Trade Press MEDIAGROUP INCORPORATED

EDUCATION FACILITIES MANAGEMENT

SEGMENTS	EMAIL	PHONE	POSTAL
Universe / Base Rate	N/A	28,556	29,799
Active US Subscribers / Base Rate	17,684	28,530	29,773
Email Addresses / Base Rate (Free Transmission)	17,684		
Telemarketing / Base Rate		28,556	
Active Canadian Subscribers / Postal Base Rate	N/A	26	26
Combined PHONE-POSTAL / Base Rate \$275/M		28,556	
Type of Rentals	B2B / Email, Postal, Phone		
Source	Controlled / Requested Circulation		
Geography	USA, Limited Canada		
Reuse / Key Coding / Nth Name	Please Inquire		

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

Number of Buildings (\$15/M)	EMAIL	PHONE	POSTAL
H - 1000 or more	114	151	162
G - 500-999	108	154	159
F - 100-499	774	1,048	1,119
D - 50-99	1,030	1,469	1,546
A - 20-49	1,699	2,417	2,541
9 - 14-19	962	1,402	1,485
8 - 8-13	2,162	3,053	3,216
7 - 4-7	3,315	4,816	5,047
6 - 1-3	3,501	5,250	5,453
	13,665	19,760	20,728

K-12 vs Higher Education (\$15/M)	EMAIL	PHONE	POSTAL
K-12	12,890	21,117	22,077
Other	883	1,432	1,494
Technical	288	436	452
University	3,415	5,023	5,222
	17,476	28,008	29,245

Additional Select Options (\$15/M)	EMAIL	PHONE	POSTAL
DATA CENTER MANAGEMENT	5,786	8,265	8,632
LABORATORY MANAGEMENT	2,358	3,063	3,209
GREEN PRODUCT INVOLVEMENT	3,436	4,152	4,337

Square Feet (\$15/M)	EMAIL	PHONE	POSTAL
E - Over 10,000,000	713	1,023	1,066
D - 6,000,000-10,000,000	518	727	761
C - 3,000,000-6,000,000	639	895	948
B - 1,000,000-3,000,000	1,801	2,482	2,601
4 - 500,000-999,999	2,058	2,831	2,971
3 - 250,000-499,999	1,671	2,299	2,387
2 - 100,000-249,999	2,988	4,277	4,463
1 - Under 100,000	92	181	182
	10,480	14,715	15,379

LIST MANAGER CONTACT INFORMATION	
TRADE PRESS MEDIA GROUP 2100 West Florist Ave Milwaukee, WI 53209	Kimberly Reed kim.reed@tradeppress.com Phone: (414) 228-7701 x441 Fax: (414) 228-1134
M = Per Thousand F = Flat Email - Blast Leads \$25 per lead	Email - Personalization \$20/M
DESCRIPTION	

Send Your Direct Marketing Message to These Qualified Prospects Within the nation's Largest Educational Facilities. Reach Facility Managers and Maintenance Executives Who Make the Purchasing Decisions for School Districts, Colleges, Universities and Technical Schools.

This is a Combined Database of Active, Controlled Subscribers Of Building Operating Management Magazine and Facility Maintenance Decisions Magazine.

Published by Trade Press Media Group - Updated continuously - BPA-audited to ensure accuracy and recency - controlled circulation.

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.

Job Function/Title (\$15/M)	EMAIL	PHONE	POSTAL	POSTAL
21 - Other Executive/Management Titles	198	371	392	Building Operating Management
26 - Other Construction/Engineering Titles	94	158	168	
31 - Building Owner, Developer, C-Level Executive	790	1,315	1,350	
32 - VP/Director of Facilities & Buildings	2,905	4,645	4,766	
33 - VP/Director of Real Estate	28	43	45	
34 - Property & Asset Manager	150	256	261	
35 - Building & Facility Manager	2,394	3,688	3,790	
36 - VP/Director of Energy Services	37	58	59	
41 - VP/Director of Facilities Engineering	168	267	277	
42 - VP/Director of Design & Construction	88	133	139	
43 - Physical Plant Director	285	414	424	
44 - Project Manager	267	411	423	
45 - Energy Manager	103	143	147	
46 - Construction Manager	55	82	84	
47 - Staff Architect	40	53	57	
48 - Staff Engineer	91	130	133	
49 - Space Planner/Interior Designer	46	59	64	
50 - Energy Director	21	31	31	
55 - Superintendent of Schools/School Districts	6,448	10,582	10,945	
60 - Director of Maintenance	782	1,430	1,541	
61 - Director of Maintenance & Engineering	60	109	117	
62 - Director of Facilities Maintenance	355	605	662	
63 - Director of Building and Grounds	733	1,140	1,265	
64 - Director Building Services/Plant Services	55	100	110	
65 - Maintenance Manager	314	509	550	
66 - Facility Maintenance Manager	190	310	338	
67 - Engineering & Maintenance Manager	38	51	54	
68 - Building Services Manager/Supervisor	94	142	160	
69 - Plant Manager/Supervisor	146	205	212	
70 - Building Maintenance Superintendent	41	61	71	
71 - Building & Grounds Superintendent	86	125	133	
72 - Maintenance Supervisor	326	490	544	
73 - Building Supervisor	47	79	84	
74 - Facility/Building/Maintenance Engineer	92	137	152	
75 - Other Maintenance Management	117	224	251	
	17,684	28,556	29,799	