

DATA CENTER FACILITIES MANAGEMENT

	EMAIL	PHONE	POSTAL
SEGMENTS	\$440/M	\$225/M	\$165/M
Universe / Base Rate	N/A	24,659	25,201
Active US Subscribers / Base Rate	16,791	24,300	24,828
Email Addresses / Base Rate (Free Transmission)	16,791		
Telemarketing / Base Rate		24,659	
Active Canadian Subscribers / Postal Base Rate	N/A	359	373
Combined PHONE-POSTAL / Base Rate \$275/M		24,659	
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	398	498	522
G - 500-999	227	301	309
F - 100-499	966	1,239	1,271
D - 50-99	873	1,131	1,171
A - 20-49	1,304	1,689	1,735
9 - 14-19	796	1,003	1,037
8 - 8-13	1,363	1,754	1,807
7 - 4-7	2,135	2,673	2,738
6 - 1-3	3,222	4,229	4,375
	11,284	14,517	14,965

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Bldg/Organization Type (\$15/M)	\$440/M	\$225/M	\$165/M
10 - Commercial Buildings	4,422	5,968	6,129
20 - Government Buildings	1,624	2,412	2,478
30 - Industrial Buildings	820	1,120	1,164
40 - Hospitality Buildings	378	558	574
50 - Medical Buildings	2,515	4,736	4,847
60 - Retail Buildings	223	306	321
70 - Educational Buildings	6,455	9,117	9,239
90 - Arch Firms/Consultants/Contractors	354	442	449
	16,791	24,659	25,201

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Additional Select Options (\$15/M)	\$440/M	\$225/M	\$165/M
LABORATORY MANAGEMENT	2,371	2,863	2,979
K12 vs HIGHER ED	6,455	9,117	9,239
GREEN PRODUCT INVOLVEMENT	3,965	4,725	4,862

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Square Feet (\$15/M)	\$440/M	\$225/M	\$165/M
E - Over 10,000,000	1,540	2,163	2,208
D - 6,000,000-10,000,000	740	1,018	1,039
C - 3,000,000-6,000,000	904	1,231	1,262
B - 1,000,000-3,000,000	2,205	3,035	3,117
4 - 500,000-999,999	2,104	2,880	2,963
3 - 250,000-499,999	1,648	2,240	2,288
2 - 100,000-249,999	3,131	4,280	4,410
1 - Under 100,000	211	360	371
	12,483	17,207	17,658

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Job Function/Title (\$15/M)	\$440/M	\$225/M	\$165/M
21 - Other Executive/Management Titles	226	436	440
26 - Other Construction/Engineering Titles	152	251	255
31 - Building Owner, Developer, C-Level Executive	2,414	3,720	3,766
32 - VP/Director of Facilities & Buildings	2,443	3,591	3,634
33 - VP/Director of Real Estate	191	260	261
34 - Property & Asset Manager	856	1,256	1,279
35 - Building & Facility Manager	2,808	3,940	4,021
36 - VP/Director of Energy Services	52	72	73
41 - VP/Director of Facilities Engineering	284	431	435
42 - VP/Director of Design & Construction	99	130	134
43 - Physical Plant Director	167	270	274
44 - Project Manager	498	690	704
45 - Energy Manager	134	164	170
46 - Construction Manager	90	122	123
47 - Staff Architect	46	63	64
48 - Staff Engineer	336	477	484
49 - Space Planner/Interior Designer	46	64	65
50 - Energy Director	12	19	19
55 - Superintendent of Schools/School Districts	3,297	4,400	4,417
60 - Director of Maintenance	708	1,362	1,433
61 - Director of Maintenance & Engineering	141	215	231
62 - Director of Facilities Maintenance	240	396	417
63 - Director of Building and Grounds	254	409	427
64 - Director Building Services/Plant Services	51	85	87
65 - Maintenance Manager	287	421	452
66 - Facility Maintenance Manager	185	275	296
67 - Engineering & Maintenance Manager	90	116	132
68 - Building Services Manager/Supervisor	81	108	115
69 - Plant Manager/Supervisor	84	146	156
70 - Building Maintenance Superintendent	25	33	37
71 - Building & Grounds Superintendent	25	37	43
72 - Maintenance Supervisor	220	333	358
73 - Building Supervisor	21	34	36
74 - Facility/Building/Maintenance Engineer	124	165	181
75 - Other Maintenance Management	104	168	182
	16,791	24,659	25,201

Building Operating Management

Facility Maintenance Decisions