

Trade Press MEDIAGROUP INCORPORATED

EDUCATION FACILITIES MANAGEMENT

| SEGMENTS | EMAIL \$440/M | PHONE \$225/M | POSTAL \$165/M |
|---|------------------|------------------|-------------------|
| Universe / Base Rate | N/A | 24,738 | 24,764 |
| Active US Subscribers / Base Rate | 14,439 | 24,738 | 24,764 |
| Email Addresses / Base Rate (Free Transmission) | 14,439 | | |
| Telemarketing / Base Rate | | 24,738 | |
| Active Canadian Subscribers / Base Rate | N/A | N/A | N/A |
| Combined PHONE-POSTAL / Base Rate \$275/M | | 24,738 | |

| | | | |
|-------------------------------|------------------------------------|--|--|
| 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 \$440/M | PHONE \$225/M | POSTAL \$165/M |
|------------------------------|------------------|------------------|-------------------|
| H - 1000 or more | 57 | 83 | 83 |
| G - 500-999 | 69 | 100 | 100 |
| F - 100-499 | 413 | 625 | 626 |
| D - 50-99 | 628 | 953 | 955 |
| A - 20-49 | 868 | 1,298 | 1,303 |
| 9 - 14-19 | 590 | 840 | 842 |
| 8 - 8-13 | 1,200 | 1,778 | 1,781 |
| 7 - 4-7 | 1,851 | 2,662 | 2,665 |
| 6 - 1-3 | 2,057 | 2,878 | 2,885 |
| | 7,733 | 11,217 | 11,240 |

| K-12 vs Higher Education (\$15/M) | EMAIL \$440/M | PHONE \$225/M | POSTAL \$165/M |
|-----------------------------------|------------------|------------------|-------------------|
| K-12 | 11,190 | 19,291 | 19,304 |
| Other | 723 | 1,209 | 1,211 |
| Technical | 200 | 327 | 327 |
| University | 2,326 | 3,911 | 3,922 |
| | 14,439 | 24,738 | 24,764 |

| Additional Select Options (\$15/M) | EMAIL \$440/M | PHONE \$225/M | POSTAL \$165/M |
|------------------------------------|------------------|------------------|-------------------|
| DATA CENTER MANAGEMENT | 4,719 | 7,503 | 7,514 |
| LABORATORY MANAGEMENT | 1,635 | 2,293 | 2,301 |
| GREEN PRODUCT INVOLVEMENT | 2,196 | 3,090 | 3,102 |

| Square Feet (\$15/M) | EMAIL \$440/M | PHONE \$225/M | POSTAL \$165/M |
|--------------------------|------------------|------------------|-------------------|
| E - Over 10,000,000 | 745 | 1,228 | 1,229 |
| D - 6,000,000-10,000,000 | 508 | 813 | 814 |
| C - 3,000,000-6,000,000 | 590 | 974 | 976 |
| B - 1,000,000-3,000,000 | 1,548 | 2,434 | 2,441 |
| 4 - 500,000-999,999 | 1,744 | 2,757 | 2,760 |
| 3 - 250,000-499,999 | 1,460 | 2,267 | 2,271 |
| 2 - 100,000-249,999 | 2,496 | 3,750 | 3,755 |
| 1 - Under 100,000 | 247 | 453 | 453 |
| | 9,338 | 14,676 | 14,699 |

| 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

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.

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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.

| Job Function/Title (\$15/M) | EMAIL \$440/M | PHONE \$225/M | POSTAL \$165/M | Building Operating Management |
|---|------------------|------------------|-------------------|--------------------------------|
| 21 - Other Executive/Management Titles | 145 | 361 | 362 | |
| 26 - Other Construction/Engineering Titles | 89 | 221 | 221 | |
| 31 - Building Owner, Developer, C-Level Executive | 666 | 1,189 | 1,191 | |
| 32 - VP/Director of Facilities & Buildings | 2,283 | 3,950 | 3,955 | |
| 33 - VP/Director of Real Estate | 17 | 32 | 32 | |
| 34 - Property & Asset Manager | 106 | 188 | 188 | |
| 35 - Building & Facility Manager | 1,716 | 2,880 | 2,883 | |
| 36 - VP/Director of Energy Services | 30 | 43 | 43 | |
| 41 - VP/Director of Facilities Engineering | 98 | 159 | 159 | |
| 42 - VP/Director of Design & Construction | 61 | 91 | 91 | |
| 43 - Physical Plant Director | 151 | 254 | 254 | |
| 44 - Project Manager | 170 | 280 | 281 | |
| 45 - Energy Manager | 61 | 86 | 87 | |
| 46 - Construction Manager | 37 | 52 | 52 | |
| 47 - Staff Architect | 29 | 35 | 35 | |
| 48 - Staff Engineer | 41 | 86 | 86 | |
| 49 - Space Planner/Interior Designer | 30 | 42 | 42 | |
| 50 - Energy Director | 11 | 18 | 18 | |
| 55 - Superintendent of Schools/School Districts | 5,121 | 7,809 | 7,815 | |
| 60 - Director of Maintenance | 679 | 1,339 | 1,340 | |
| 61 - Director of Maintenance & Engineering | 52 | 92 | 93 | |
| 62 - Director of Facilities Maintenance | 359 | 698 | 699 | |
| 63 - Director of Building and Grounds | 1,371 | 2,688 | 2,689 | |
| 64 - Director Building Services/Plant Services | 50 | 101 | 102 | |
| 65 - Maintenance Manager | 216 | 424 | 424 | |
| 66 - Facility Maintenance Manager | 160 | 299 | 299 | |
| 67 - Engineering & Maintenance Manager | 31 | 56 | 56 | |
| 68 - Building Services Manager/Supervisor | 76 | 142 | 142 | |
| 69 - Plant Manager/Supervisor | 45 | 89 | 89 | |
| 70 - Building Maintenance Superintendent | 27 | 55 | 55 | |
| 71 - Building & Grounds Superintendent | 63 | 105 | 105 | |
| 72 - Maintenance Supervisor | 278 | 497 | 497 | |
| 73 - Building Supervisor | 48 | 84 | 84 | |
| 74 - Facility/Building/Maintenance Engineer | 65 | 139 | 140 | |
| 75 - Other Maintenance Management | 57 | 154 | 155 | |
| | 14,439 | 24,738 | 24,764 | Facility Maintenance Decisions |