

SANITARY MAINTENANCE

DIRECT MARKETING LIST RENTAL PROGRAM

Direct mail marketing to sanitary supply businesses

Direct marketers can reach owners and top management at all types of sanitary supply distributors and wholesalers, paper merchants, food service distributors and service contractors.

Sanitary Maintenance is the one publication reaching the entire sanitary supply market

- Janitorial Supply Distributors
- Wholesale/Master Distributors
- Paper Supply Firms
- Food Service Distributors
- Chemical Specialty firms
- Distributors of Sanitary Supplies/Equipment
- Manufacturers of Sanitary Supplies
- Independent Manufacturers Representatives

Now you can reach these elusive, sometimes hard to find owners and executives by direct mail.

How? By renting *Sanitary Maintenance* magazine's circulation list. *Sanitary Maintenance's* list can take your message directly to 16,000 decision making business executives actively engaged in the distribution of janitorial supplies, cleaning chemicals, paper and disposables. Join the growing number of firms who mail to the readers of *Sanitary Maintenance*. Test the list for your next marketing project. Reach the decision making executives you've been searching for.

List Rental Charges

Base Rate (applies to all orders)	\$155/M
Email Addresses	\$390/M
Phone Numbers (additional).....	\$80/M
Select/Set-up (applies to all orders)	\$15/M
Email Transfer (additional)	\$75 Flat
Keycode (additional)	\$15/M

Rates are for one-time use.

Multiple use programs available.

Terms and Ordering Information:

20% commission on base rate to recognized list brokers.

Sample required for approval. *Orders processed within 3 to 5 days.

*RUSH PROCESSING AVAILABLE

First-time User Special Test Rate:

First-time users of the list qualify for a special

15% discount rate. Contact list manager for details.

Standard Selections Available:

Business and industry, zip code/SCF/state, Nth name cross section or any combination of these.

Multiple Use, Database and Test Programs available

For more information on how you can target these lucrative prospects contact

Sherman Leibowitz at 414-228-7701, Ext. 441.

sherman.leibowitz@tradepress.com

Trade Press List Management

2100 W. Florist Avenue • Milwaukee, WI 53209
414-228-7701, Ext. 441 • Fax: 414-228-1134

View Datacards online: www.tradepress.com/lists

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Geographical Breakout of Qualified Circulation

State & Zip Code	Total Qualified	State & Zip Code	Total Qualified
039-049 Maine	39	400-427 Kentucky	203
030-038 New Hampshire	59	370-385 Tennessee	346
050-059 Vermont	22	350-369 Alabama	225
010-027 Massachusetts	366	386-397 Mississippi	131
028-029 Rhode Island	52	East So. Central	905
060-069 Connecticut	151	716-729 Arkansas	151
New England	689	700-714 Louisiana	246
100-149 New York	839	730-749 Oklahoma	216
070-089 New Jersey	576	750-799 Texas	926
150-196 Pennsylvania	752	West So. Central	1,539
Middle Atlantic	2,167	590-599 Montana	93
430-459 Ohio	810	832-838 Idaho	75
469-479 Indiana	341	820-831 Wyoming	41
600-629 Illinois	751	800-816 Colorado	239
480-499 Michigan	531	870-884 New Mexico	54
530-549 Wisconsin	408	850-865 Arizona	211
East No. Central	2,841	840-847 Utah	150
550-567 Minnesota	283	859-898 Nevada	82
500-528 Iowa	158	Mountain	945
630-658 Missouri	415	995-999 Alaska	30
580-588 North Dakota	51	980-994 Washington	230
570-577 South Dakota	41	970-979 Oregon	159
680-693 Nebraska	103	900-961 California	1,119
660-679 Kansas	202	967-968 Hawaii	97
West No. Central	1,253	Pacific	1,635
197-199 Delaware	56	United States	14,855
206-219 Maryland	246	969 & 004-009	
200-205 Washington, D.C.	6	U.S Territories	68
220-246 Virginia	261	Canada	1,129
247-268 West Virginia	76	Mexico	—
270-289 North Carolina	532	Other International	1
290-299 South Carolina	229	APO/FPO	—
300-319 Georgia	556	Total Qualified Circulation	16,053
320-349 Florida	919		
South Atlantic	2,881		

To inquire or order, contact Sherman Leibowitz at 414-228-7701, Ext. 441.
email: sherman.leibowitz@tradequip.com

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