



**EDUCATION FACILITIES MANAGEMENT**

	EMAIL	PHONE	POSTAL
<b>SEGMENTS</b>	<b>\$440/M</b>	<b>\$225/M</b>	<b>\$165/M</b>
Universe / Base Rate	N/A	26,255	26,992
Active US Subscribers / Base Rate	21,512	26,255	26,992
Email Addresses / Base Rate (Free Transmission)	21,512		
Telemarketing / Base Rate		26,255	
Active Canadian Subscribers / Base Rate	N/A	N/A	N/A
Combined PHONE-POSTAL / Base Rate \$275/M		26,255	
Type of Rentals	B2B / Email, Postal, Phone		
Source	Controlled / Requested Circulation		
Geography	USA, Limited Canada		
Reuse / Key Coding / Nth Name	Please Inquire		

<b>TRANSMISSION / ADDRESSING</b>	<b>Price</b>
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

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<b>Number of Buildings (\$15/M)</b>	<b>\$440/M</b>	<b>\$225/M</b>	<b>\$165/M</b>
H - 1000 or more	47	51	52
G - 500-999	58	60	65
F - 100-499	424	458	467
D - 50-99	606	661	670
A - 20-49	823	912	926
9 - 14-19	510	574	581
8 - 8-13	1,090	1,207	1,228
7 - 4-7	1,659	1,862	1,892
6 - 1-3	1,747	1,950	1,992
	6,964	7,735	7,873

	EMAIL	PHONE	POSTAL
<b>K-12 vs Higher Education (\$15/M)</b>	<b>\$440/M</b>	<b>\$225/M</b>	<b>\$165/M</b>
K-12	14,141	17,787	18,165
Other	1,087	1,499	1,550
Technical	263	315	329
University	4,986	5,568	5,814
	20,477	25,169	25,858

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<b>Additional Select Options (\$15/M)</b>	<b>\$440/M</b>	<b>\$225/M</b>	<b>\$165/M</b>
DATA CENTER MANAGEMENT	4,060	4,773	4,863
LABORATORY MANAGEMENT	1,454	1,575	1,604
GREEN PRODUCT INVOLVEMENT	1,948	2,115	2,151

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<b>Square Feet (\$15/M)</b>	<b>\$440/M</b>	<b>\$225/M</b>	<b>\$165/M</b>
E - Over 10,000,000	634	749	764
D - 6,000,000-10,000,000	473	533	544
C - 3,000,000-6,000,000	586	660	668
B - 1,000,000-3,000,000	1,440	1,641	1,669
4 - 500,000-999,999	1,646	1,870	1,910
3 - 250,000-499,999	1,343	1,514	1,542
2 - 100,000-249,999	2,182	2,508	2,562
1 - Under 100,000	233	281	291
	8,537	9,756	9,950

<b>LIST MANAGER CONTACT INFORMATION</b>	
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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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<b>Job Function/Title (\$15/M)</b>	<b>\$440/M</b>	<b>\$225/M</b>	<b>\$165/M</b>	
21 - Other Executive/Management Titles	477	569	620	<b>Building Operating Management</b>
26 - Other Construction/Engineering Titles	377	443	460	
31 - Building Owner, Developer, C-Level Executive	654	943	953	
32 - VP/Director of Facilities & Buildings	4,641	5,372	5,502	
33 - VP/Director of Real Estate	16	20	21	
34 - Property & Asset Manager	94	133	136	
35 - Building & Facility Manager	3,251	3,676	3,908	
36 - VP/Director of Energy Services	25	29	30	
41 - VP/Director of Facilities Engineering	102	128	130	
42 - VP/Director of Design & Construction	55	66	68	
43 - Physical Plant Director	304	354	363	
44 - Project Manager	335	398	407	
45 - Energy Manager	45	56	56	
46 - Construction Manager	30	41	44	
47 - Staff Architect	23	27	28	
48 - Staff Engineer	43	61	64	
49 - Space Planner/Interior Designer	22	29	29	
50 - Energy Director	13	15	16	
55 - Superintendent of Schools/School Districts	4,282	5,793	5,864	
60 - Director of Maintenance	970	1,261	1,296	
61 - Director of Maintenance & Engineering	41	48	52	
62 - Director of Facilities Maintenance	308	429	441	
63 - Director of Building and Grounds	3,142	3,524	3,578	
64 - Director Building Services/Plant Services	47	73	75	
65 - Maintenance Manager	515	649	674	
66 - Facility Maintenance Manager	209	261	267	
67 - Engineering & Maintenance Manager	32	43	44	
68 - Building Services Manager/Supervisor	63	97	100	
69 - Plant Manager/Supervisor	56	74	76	
70 - Building Maintenance Superintendent	35	45	46	
71 - Building & Grounds Superintendent	134	157	160	
72 - Maintenance Supervisor	928	1,125	1,157	
73 - Building Supervisor	44	58	61	
74 - Facility/Building/Maintenance Engineer	65	85	87	
75 - Other Maintenance Management	134	173	179	
	21,512	26,255	26,992	<b>Facility Maintenance Decisions</b>