

## EDUCATION FACILITIES MANAGEMENT

	EMAIL	PHONE	POSTAL
SEGMENTS	\$440/M	\$225/M	\$165/M
Universe / Base Rate	N/A	26,589	27,262
Active US Subscribers / Base Rate	21,582	26,589	27,262
Email Addresses / Base Rate (Free Transmission)	21,582		
Telemarketing / Base Rate		26,589	
Active Canadian Subscribers / Base Rate	N/A	N/A	N/A
Combined PHONE-POSTAL / Base Rate \$275/M		26,589	
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		

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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	46	49	51
G - 500-999	48	54	56
F - 100-499	388	429	437
D - 50-99	552	604	612
A - 20-49	753	852	864
9 - 14-19	460	522	527
8 - 8-13	978	1,098	1,117
7 - 4-7	1,502	1,694	1,719
6 - 1-3	1,593	1,795	1,821
	6,320	7,097	7,204

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<b>K-12 vs Higher Education (\$15/M)</b>	<b>\$440/M</b>	<b>\$225/M</b>	<b>\$165/M</b>
K-12	14,585	18,241	18,597
Other	1,001	1,394	1,436
Technical	259	308	320
University	5,454	6,058	6,321
	21,299	26,001	26,674

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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	3,610	4,275	4,343
LABORATORY MANAGEMENT	1,328	1,467	1,488
GREEN PRODUCT INVOLVEMENT	1,819	1,996	2,022

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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	569	672	686
D - 6,000,000-10,000,000	423	485	489
C - 3,000,000-6,000,000	514	603	607
B - 1,000,000-3,000,000	1,323	1,511	1,536
4 - 500,000-999,999	1,492	1,696	1,722
3 - 250,000-499,999	1,209	1,383	1,404
2 - 100,000-249,999	1,960	2,290	2,331
1 - Under 100,000	212	257	261
	7,702	8,897	9,036

### LIST MANAGER CONTACT INFORMATION

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### 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	496	599	654
26 - Other Construction/Engineering Titles	359	441	458
31 - Building Owner, Developer, C-Level Executive	628	924	936
32 - VP/Director of Facilities & Buildings	4,464	5,256	5,382
33 - VP/Director of Real Estate	16	20	21
34 - Property & Asset Manager	96	131	133
35 - Building & Facility Manager	3,147	3,617	3,855
36 - VP/Director of Energy Services	26	30	31
41 - VP/Director of Facilities Engineering	94	120	122
42 - VP/Director of Design & Construction	52	61	63
43 - Physical Plant Director	268	323	332
44 - Project Manager	310	370	381
45 - Energy Manager	41	50	50
46 - Construction Manager	27	39	41
47 - Staff Architect	25	28	30
48 - Staff Engineer	38	54	56
49 - Space Planner/Interior Designer	19	24	24
50 - Energy Director	10	12	13
55 - Superintendent of Schools/School Districts	3,880	5,350	5,404
60 - Director of Maintenance	951	1,253	1,279
61 - Director of Maintenance & Engineering	28	42	43
62 - Director of Facilities Maintenance	276	388	395
63 - Director of Building and Grounds	4,029	4,562	4,596
64 - Director Building Services/Plant Services	40	66	66
65 - Maintenance Manager	549	698	718
66 - Facility Maintenance Manager	208	255	258
67 - Engineering & Maintenance Manager	25	34	34
68 - Building Services Manager/Supervisor	59	95	96
69 - Plant Manager/Supervisor	47	63	64
70 - Building Maintenance Superintendent	31	41	42
71 - Building & Grounds Superintendent	144	171	173
72 - Maintenance Supervisor	966	1,168	1,201
73 - Building Supervisor	36	48	49
74 - Facility/Building/Maintenance Engineer	65	87	88
75 - Other Maintenance Management	132	169	174
	21,582	26,589	27,262

Building Operating Management

Facility Maintenance Decisions