



List Brokerage & Management • Data Processing • Internet Marketing



STANDARD & POOR'S BIG BUSINESS DATABASE

335,296	Executives.....	\$85/M
25,846	Canadian Executives.....	\$110/M
315,441	Executives W/Phones.....	+\$25/M
103,534	Email Addresses.....	\$300/M*
	1 Year Full File Unlimited Use.....	\$170/M

STANDARD & POOR'S BIG BUSINESS DATABASE encompasses CEOs, CFOs, presidents, executive VP's, and other high level executives who control America's top companies. With top corporate managers at companies like General Electric, IBM, Microsoft, HP, GM, Citicorp, JP Morgan Chase, and Boeing, the S&P Big Business database gives you access to key decision-makers at America's largest and most prestigious companies. These educated professionals enjoy successful, high-level careers and approve and make corporate purchase decisions.

These professionals are decision-makers in the home as well as the office which makes them responsive to offers for high-ticket consumer goods and services.

Standard & Poor's, a division of The McGraw-Hill Companies (NYSE:MHP), is the world's foremost provider of financial market intelligence, including independent credit ratings, indices, risk evaluation, investment research and data. With approximately 8,500 employees, including wholly owned affiliates, located in 23 countries and markets, Standard & Poor's is an essential part of the world's financial infrastructure and has played a leading role for more than 140 years in providing investors with the independent benchmarks they need to feel more confident about their investment and financial decisions. For more information, visit <http://www.standardandpoors.com/>.

Site Level Information:

Employee Size-

1 - 19	66,389
20 - 49	46,827
50 - 249	107,561
250 - 999	48,767
1,000 - 2,499	19,638
2,500 - 9,999	17,095
10,000+	11,567

Sales Volume-

\$1 Million to \$4.9 Million.....	37,112
\$5 Million to \$9.9 Million.....	30,609
\$10 Million to \$24.9 Million.....	44,554
\$25 Million to \$49.9 Million.....	29,209
\$50 Million to \$99.9 Million.....	26,469
\$100 Million to \$499.9 Million.....	43,535
\$500 Million to \$999.9 Million.....	14,989
Billion+	40,616

Size-

S&P 1500	29,073
S&P Small Cap 600	9,221
S&P 500	12,268
S&P Mid Cap 400.....	7,584

Status-

Publicly-held.....	87,202
Privately-held	248,094

Additional Information

---Date---
11/08

---Gender---
85% Male
15%Female

---Media---

4-Up Cheshire	N/C
PSL.....	\$12/M
Cartridge.....	\$60 Flat
Diskette.....	\$50 Flat
Email.....	\$65 Flat

---Selection---

Number of Employees.....	\$15/M
Phone Number	\$25/M
Sales Volume	\$15/M
One Name Per Site	\$15/M
Job Function/Title	\$15/M
SCF	\$11/M
State	\$11/M
Zip.....	\$11/M
Status	\$15/M
Province.....	\$11/M
Gender.....	\$15/M
SIC/Industry.....	\$15/M

---Turn Around---

allow 3 to 5 working days

---Key Code---

\$3/M

---Minimum Order---

5,000 Names

---Source---

100% questionnaire respondents and research

Sample Mailing Piece Required

Contact

For Postal List Info Contact:
Claude Marada at 845-731-2760
claude.marada@edithroman.com

For Email List Info Contact:
Maggy Pizzuto at 845-731-3844
maggy.pizzuto@epostdirect.com

Site Level Information:

Job Function-

Sales.....	11,471
Marketing.....	6,801
Advertising.....	629
Public Relations.....	1,554
Industrial Relations.....	2,102
Purchasing.....	2,596
Personnel	7,825
Finance.....	42,860
R & D.....	1,279
Engineering	3,655
Data Processing.....	1,810
Quality Control.....	1,195
Traffic.....	589
Administration.....	197,073
Production	2,358
Operations.....	40,319
Manufacturing.....	3,354
Legal.....	6,092
Staff Management.....	684
Planning & Developing.....	2,190
Credit.....	53
Real Estate.....	248

Job Title-

Top Management:

Chairman/CEO/Pres/Partner/Owner.....	87,506
Chief Financial Officer	15,203
Chief Operating Officer.....	5,572
Chairman Executive Committee	28
VP - Exec/Group/Senior/Asst/Regional	102,803
Division President	118
Secretary.....	23,719
Treasurer	16,381
Controller/Comptroller.....	7,673
Trust Officer	140
Investment Officer	606
General Counsel/Attorney	5,885
Auditor.....	882
General Manager.....	9,872
Engineer.....	1,231
Inside Director.....	71,127
Outside Director.....	72,434

Middle Management:

General Manager.....	25,471
Branch Manager	273
Division Manager	230