

SEMICONDUCTOR INTERNATIONAL

Direct your next marketing campaign to the decision-makers in the worldwide semiconductor and integrated circuit manufacturing marketplace. A controlled circulation list from *Semiconductor International* reaches the largest number of recipients at semiconductor manufacturers of any publication.



www.semiconductor.net

- ◆ Reach engineers, engineering management and corporate management in the global semiconductor market, the world's most high-tech industry.
- ◆ These decision-makers have the buying authority for all types of products used in the manufacture of semiconductors and integrated circuits, as well as other leading-edge technologies.
 - ◆ Chemicals/Gases/Materials
 - ◆ Wafer Making/Processing Equipment
 - ◆ Bonding/Packaging/Marketing Equipment
 - ◆ Design/Test/Measurement Systems
 - ◆ Facilities/Contamination Control Equipment

Semiconductor International is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 37,003
Postal Price: \$150/M
E-list Size: 11,277
E-list Price: \$410/M

SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	Recency	\$30/M
Business Type	\$20/M	SIC/NAICS Code	\$20/M
Buying Authority	\$50/M	Telephone Numbers	\$60/M
Canadian Names	\$20/M		
Company Name Match/Omit	\$50/M		
Employee Size	\$20/M		
Geographic Analysis	\$10/M		
International Names	\$250/M		
Job Function	\$20/M		
One Per Location	\$20/M		

SEE ALSO

DecisionMaker® Electronics Marketplace Database
 DecisionMaker® Manufacturing Marketplace Database
 EDN
 Test & Measurement World

Multi-Channel Pricing

Mailing/Telemarketing: \$250/M
 Mailing/E-Mail: \$510/M
 E-Mail/Telemarketing: \$535/M
 Mailing/E-Mail/Telemarketing: \$610/M

*Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.*

GEOGRAPHIC ANALYSIS

State	SCF	Individuals
ME	039-049	77
NH	030-038	155
VT	050-059	94
MA	010-027	1,124
RI	028-029	53
CT	060-069	242
New England	4.7%	1,745
NY	100-149	1,094
NJ	070-089	478
PA	150-196	589
Middle Atlantic	5.8%	2,162
OH	430-458	335
IN	460-479	166
IL	600-629	439
MI	480-499	253
WI	530-549	146
East North Central	3.6%	1,339
MN	550-567	479
IA	500-528	52
MO	630-658	106
ND	580-588	10
SD	570-577	15
NE	680-693	23
KS	660-679	56
West North Central	2.0%	741
DE	197-199	45
MD	206-219	238
DC	200-205	102
VA	220-246	198
WV	247-268	15
NC	270-289	316
SC	290-299	71
GA	300-319	119
FL	320-349	326
South Atlantic	3.9%	1,430
KY	400-427	56
TN	370-385	82
AL	350-369	80
MS	386-397	20
East South Central	0.6%	238
AR	716-729	30
LA	700-714	22
OK	730-749	49
TX	750-799	1,737
West South Central	5.0%	1,838
MT	590-599	38
ID	832-838	238
WY	820-831	2
CO	800-816	269
NM	870-884	111
AZ	850-865	792
UT	840-847	123
NV	889-898	49
Mountain	4.4%	1,622
AK	995-999	5
WA	980-994	157
OR	970-979	511
CA	900-961	5,005
HI	967-968	4
Pacific	15.4%	5,682
United States	45.4%	16,797
U.S. Territories	0.0%	13
Canada	1.4%	516
Mexico	0.1%	23
Other International	53.1%	19,648
APO/FPO	0.0%	6
Total	100.0%	37,003

BUSINESS TYPE

	Postal	Email
Basic Semiconductor		
Chemicals/Gases/Material Consortium	1,137	650
Foundries	843	464
	2,391	413
Government, Military & Government Funded Research	5	77
IC/Semiconductor Packaging	4,764	681
Independent Research Labs	1,045	556
Merchant/Captive Manufacturer	14,002	2,292
Non-Semiconductor Product Manufacturer Thin Film	813	594
R&D/Manufacturer of Semiconductors/IC	2,429	1,340
Semiconductor Industry Service, Consulting	61	325
Semiconductor Manufacturing Equipment	6,150	2,186
Semiconductor/IC Manufacturers	3,409	1,039
Universities/Research & Development Labs	15	294

JOB FUNCTION

	Postal	Email
Corporate or General Management	6,686	2,325
Engineering Support	18	326
Facilities Engineering/Engineers Support	1,834	308
Facilities/Maintenance Engineering	-	81
Manufacturing/Engineering Management	9,883	3,020
Purchasing/Procurement	1,501	355
Quality Control/Quality Assurance & Test	2,055	542
Research & Development	10,669	2,497
Semiconductor/IC Design	1,500	436
University Faculty	-	100
Wafer Fabrication/Processing	2,856	837

EMPLOYEE SIZE

	Postal	Email
1-19	3,522	1,697
20-49	2,837	986
50-99	3,040	920
100-249	4,609	1,406
250-499	3,874	1,239
500-999	3,751	1,171
1,000-4,999	7,891	1,588
5,000 or more	3,101	778

BUYING AUTHORITY

	Postal	Email
Bonders, Die/Wire/TAB	11,543	2,737
Burn-in Environment	11,419	3,214
Chemical Distribution Equipment	6,548	2,127
Chemicals & Materials	13,371	5,080
Clean Rooms/Equipment/Laminar	11,056	2,953
CMP (Chemical Mechanical Polishing)	8,257	3,028
Computer Systems	17,257	3,287
Contamination	8,795	2,354
Design for Manufacturing Software	13,748	2,801
Etching Systems	10,671	3,518
Factory/Facility Automation System	9,281	2,419
Failure Analysis Institutions	15,231	3,687
Flip Chip/BGA Processing Equipment	9,404	2,671
Gas Handling/Purifying/Filtration	7,857	3,345
Gases	7,437	3,079
IC Test/Hand	13,318	3,683
Ion Implantation	7,309	2,681
Lithography Equipment	11,054	3,112
Manufacturing Execution Software	12,960	3,235
Microscopes, Optical Rent	14,535	4,209
Microscopes, SEM/Non-Optical	11,286	3,139
Ovens/Furnaces	10,431	2,275
Packaging Materials	16,088	4,220
Packaging/Encapsulation/Sealing	13,122	2,970
Photoresists	11,162	3,111
Photoresists Coating/Developing/Dry	9,343	2,815
Photoresists Stripping	7,850	2,625
Probing System/Accessories	13,073	3,194
Scribing/Dicing/Sawing Equipment	10,332	2,442
Testers, Parametric/Function	14,692	3,317
Testers, Wafer/Thickness	8,309	2,450
Thermal Processing	10,060	2,959
Thin Film Deposition Equipment	10,639	3,317
Vacuum System/Pumps/Gauges	12,979	3,305
Vision Systems	12,189	2,180
Wafer Handling Equipment	10,993	3,153
Wafer Inspection	9,226	2,919
Water Purification/Filtration Equipment	5,950	2,094
Wet Chemical Processing/Cleaning	8,661	2,904
Yield Enhancement Software	13,059	2,338

MANAGEMENT RESPONSIBILITIES

	Postal	Email
Yes	22,285	6,906
No	10,604	3,071

Source: Publisher's own data
 ‡ Call a DM2 Account Executive
 for the latest counts.