

ICS Cleaning Specialist

GEOGRAPHIC ANALYSIS

ICS Cleaning Specialist is a monthly trade publication that for over 39 years has served the nation's floor care and service industry, including professional carpet cleaning, floor care, restoration firms, floor service companies, building service maintenance contractors and other professional floor cleaning and maintenance firm personnel.

- ◆ With a direct marketing list from *ICS Cleaning Specialist*, you can reach over 24,000 professionals with job functions such as:
 - ◆ Cleaning/Building Maintenance
 - ◆ President
 - ◆ General Management
 - ◆ Sales
 - ◆ Owner
 - ◆ And More!

ICS Cleaning Specialist is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.



A BNP Media Publication

State	ZIP Code	Individuals
ME	039-049	105
NH	030-038	97
VT	050-059	58
MA	010-027	448
RI	028-029	72
CT	060-069	235
New England		4.2% 1,015
NY	100-149	1,037
NJ	070-089	585
PA	150-196	944
Middle Atlantic		10.6% 2,566
OH	430-458	990
IN	460-479	552
IL	600-629	905
MI	480-499	813
WI	530-549	558
East North Central		15.7% 3,818
MN	550-567	457
IA	500-528	260
MO	630-658	493
ND	580-588	100
SD	570-577	100
NE	680-693	174
KS	660-679	300
West North Central		7.8% 1,884
DE	197-199	56
MD	206-219	423
DC	200-205	20
VA	220-246	470
WV	247-268	86
NC	270-289	776
SC	290-299	319
GA	300-319	673
FL	320-349	1,506
South Atlantic		17.9% 4,329
KY	400-427	250
TN	370-385	452
AL	350-369	263
MS	386-397	131
East South Central		4.5% 1,096
AR	716-729	208
LA	700-714	242
OK	730-749	312
TX	750-799	1,671
West South Central		10.0% 2,433
MT	590-599	197
ID	832-838	209
WY	820-831	81
CO	800-816	698
NM	870-884	161
AZ	850-865	661
UT	840-847	297
NV	889-898	312
Mountain		10.8% 2,616
AK	995-999	42
WA	980-994	743
OR	970-979	466
CA	900-961	3,144
HI	967-968	76
Pacific		18.4% 4,471
United States		99.9% 24,228
U.S. Territories		0.1% 21
Canada		—
Mexico		—
Other International		—
APO/FPO		0.0% 1
Unknown		—
Total		100.0% 24,250

Size of List: 24,250

Base Price: \$120/M

Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Buying Influence	\$10/M
Employee Size	\$10/M
Job Function	\$15/M
One Per Location	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

Multi-Channel Pricing

Mailing/E-Mail: \$490/M
Mailing/Telemarketing: \$215/M
Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:
5,843**

**E-List Base Price:
\$420/M**

SEE ALSO:

- Floor Covering Installer**
- Industrial Maintenance & Plant Operation**
- Industrial Safety & Hygiene News**
- Plant Engineering**
- Pollution Engineering**

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

Business Type

Building Service Contractor/Floor Maintenance Contractor	3,742
Distributor	686
Manufacturer's Representative/ Sales Agent	561
Professional Carpet Cleaning	15,490
Smoke/Water Damage Restoration Specialist	3,771

Job Function

Cleaning/Building Maintenance	1,711
General Management	3,314
Owner/President	18,548
Sales	629

Sales Volume

Less than \$250,000	5,457
\$250,000-\$500,000	1,315
\$500,000-\$1 Million	1,125
\$1 Million-\$5 Million	1,229
\$5 Million-\$10 Million	390
More than \$10 Million	843

Buying Influence

Approve	8,921
Recommend	1,673
Specify	1,001

Employee Size

Less than 20	9,829
20-49	1,064
50-99	416
100 or More	394