



## Government IT Email Database

Universe/Base Rate

Count: 37,804

Price: \$300/M

**Source:** Print, Online, Newsletter Community and Exposition Attendees

**Updated:** Quarterly

**Minimum Order:** 4,000 Names

**List Type:** Email

**Last Update:** 12/09

### Profile

Government IT spending at all levels has emerged as a growing market and a significant sales opportunity for vendors. Federal government IT spending is steadily increasing and is forecast to exceed \$46 billion\* by fiscal year 2009. In addition, state IT spending will reach \$9.4 billion\* by 2009, while local IT spending will reach \$4.5 billion\*.

The IDG Government IT Email Database is built from the following publication, newsletter or online subscribers as well as attendees to IDG Conferences and Expositions: CIO, CMO, Computerworld, Computerworld Newsletters, CSO, IDG Connect, InfoWorld, InfoWorld Events, InfoWorld Newsletters, InfoWorld.com, LinuxWorld Conference and Expo, Macworld, Network World, Network World Events, Network World Newsletters, NetworkWorld.com, NGDC Conference and Expo, PC World and PCWorld.com.

The IDG Government IT Email Database delivers high ranking professionals who are directly involved in purchasing decisions for their companies' technology products and services.

\*Source: IDC, U.S. Government IT Opportunity/U.S. Government IT Spending 2004 - 2009 Forecast

### Multi-Channel Base Rate

CPM

Email and Postal Offers \$545/M

### Demographic Selects

CPM

Geographic	\$15/M
Power Decision Maker	\$25/M
Job Function	\$25/M
Employee Size	\$25/M
Operating System	\$30/M
Products and Services Purchased	\$40/M

### Transmission

CPM

HTML	\$115/M
Text	\$100/M

### Additional Services

Click-Through Tracking	\$150/F
Personalization	\$100/F
Split (First 2 at no charge)	\$75/F
Suppression*	\$1/M

(\*\$175/F minimum and \$550/F maximum)

For inquiries or questions, contact Steve Tozeski.  
Direct line (508) 766-5633; Email [stozeski@idglist.com](mailto:stozeski@idglist.com)

Postal names are available for the IDG Government IT Database for postal/email matching. For inquiries or questions, contact Steve Tozeski.



492 Old Connecticut Path • Framingham • MA 01701  
Fax (508) 766-5640  
[www.idglist.com](http://www.idglist.com)

**Power Decision Maker - \$25/M**

Director Level and above	16,666
--------------------------	--------

**Job Function - \$25/M**

Corporate Management	15,656
IT Management	13,168
Network Management	8,501
Marketing/Sales	367
Financial Management	733
Technical/Engineering/Research & Development	7,147
Programmer/Systems Analyst/Software Developer	2,558
Internet/Intranet/Webmaster	2,818
Consulting	4,010
CIO/CTO	6,793
IT Staff	8,286

**Employee Size - \$25/M**

Under 50	2,521
50 to 99	1,464
100 to 499	4,989
Under 500	32
500 to 999	3,298
1,000 to 4,999	6,226
5,000 to 9,999	3,301
10,000 and over	8,562

**Operating System - \$30/M**

MVS/VM	2,692
Novell Netware	4,664
OS 400	2,650
Palm OS	4,484
VMS	1,768
Unix	8,063
Windows XP	16,015
Windows 98, 2000	13,172
Vista	455
Linux	10,283
Macintosh	4,355
Windows 2003	8,541
Windows CE	2,594
Windows NT	11,003
Solaris	7,347

**Products and Services Purchased - \$40/M**

Access Control	4,124
Accounting/Finance	4,212
Anti-Virus/Anti-Spam	10,044
Application Development	8,787
ASP/ISP	4,811
Authentication/Authorization/Biometrics	5,980
Backup/Business Continuity/Disaster Recovery	9,568
Business Intelligence/Data Management/Data Warehousing	8,449
Call Center Tools	2,626
Compliance	4,092
Consulting/Outsourcing	10,587
Customer Relationship Management	4,144
Database Management	6,871
Desktop Security	3,545
Desktops/PCs	11,121
Displays/Monitors	8,401
Document Management/Imaging	3,029
E-Commerce	11,936
Education/Training Services	2,420
Email/Groupware	8,716
Encryption	6,401
Enterprise Application Integration	3,343
Enterprise Content Management	5,476
Enterprise Resource Planning	8,145
Internet/Intranet Products	15,700
Firewall	10,320
Handheld/PDAs	9,436
Human Resources	2,607
Identity Management	6,322
Intrusion Detection/Prevention	7,778
Java	3,627
Knowledge Management	5,530
LAN/WAN	8,643
Laptops/Notebooks	13,676
Life Sciences	0
Mainframes	7,833
Managed Services	1,778
Marketing/Sales Automation	2,731
Network Security	7,273
Network/Systems Management	10,629
Networking Products	15,471
Optical Networks/Switches	5,838
Printers/Scanners	12,232
Projection Devices	3,303
Telecommunications	6,440
Remote Access	4,267
Security	12,639
Servers	15,822
Service Oriented Architecture	2,864
Services	9,476
Smart Cards	3,399
Storage	15,753
Supply Chain	3,320
UPS	5,905
Video Conferencing	5,014
Voice Over IP	5,228
VPN	8,278
Web Development/Tools/Services	12,497
Wireless	15,993
Workstations	12,374
Virtualization	4,235
Wireless LAN/WAN	9,126