



Record Layout

Field Description	Mandatory Field?	Column Name	Field Length	Example
Unique Record ID	Y	Record ID	11	218098
Date record last verified or changed	Y	Last Record Date	8	02/11/2006
Contact's First Name	Y	First Name	15	James
Contact's Middle Initial	N	Middle Name	5	B
Contact's Last Name	Y	Last Name	20	Metcalf
Name Suffix	N	Name Suffix	5	Jr.
Contact's Job Title	N	Job Title	30	Mechanical Engineer
Job Title Category	N	Job Title Category	30	Engineer (see Appendix A)
Department in which contact works	N	Department	30	Design Engineering
Contact's Business E-mail Address	N	Email Address	50	jmetcalf@designengineers.com
<p>Note: CADnet cannot guarantee the inclusion of email addresses with delivered records. Note also that email addresses are available ONLY ON CD!</p>				
Company Name	Y	Company Name	35	Design Engineers, Inc.
Primary Company Address	Y	Address 1	35	112 Featherstone Rd NW
<p>All CADnet postal addresses are CASS certified to ensure that the address meets USPS standards for deliverability of postal mail.</p>				
Alternate Company Address	N	Address 2	35	P.O. Box 112
City	Y	City	30	Springfield
State	Y	State	2	NE
5 Digit Zip Code	Y	Zip5	5	80122
4 Digit Zip Code	Y	Zip4	4	7723
Country	Y	Country	8	USA
Sectional Center Facility (first 3 digits of Zip Code)	Y	SCF	3	801
Address Type	Y	Address Type	2	F
<p>F = Company Address G = General Delivery H = High rise or business complex P = P.O. Box R = Rural route S = Residential Address</p>				
County Name	Y	County	25	Baldwin

Carrier Route Code	Y	CRRT	4	C097
Delivery Point Barcode (describes the 10th and 11th position of a 12 digit POSTNET barcode)	Y	DPB	2	00
Delivery Point Barcode Check Digit (describes the 12th position of a 12 digit POSTNET barcode)	Y	DPC	1	4
Congressional District Code	Y	CONGR_CD	2	15
FIPS (Federal Information Processing Standard defined by U.S. Census Bureau. First 2 digits represent state, last digit represents county).	Y	FIPS	5	
Metropolitan Statistical Area Number	N	MSA	4	1922
Primary Metropolitan Statistical Area (for populations greater than 1 million)	N	PMSA	4	1922
Latitude of center of zip code	Y	Latitude	7	
Longitude of center of zip code	Y	Longitude	9	
Phone Number	N	Phone 1	15	(787) 555-1998
Alternate Phone Number	N	Phone 2	15	(787) 555-1998
Time Zone associated with zip code	Y	Time Zone	9	Eastern Time
Company Web Page	N	Web Site URL	40	www.designengineers.com
Standard Industry Classification	N	SIC Code	10	3560
Number of Employees (company-wide)	N	Employees	20	1100
Company Revenues (company-wide)	N	Revenue	15	\$15,000,000
Industry	N	Industry	25	Electronic Switching
RESERVED		RESERVED	3	
CAD Industry Segment(s) in which company participates	Y	CAD Segments	15	MDA, FEA, PLM (see Appendix B)
Primary CAD Industry Segment	Y	PRISEGMENT	5	MCAD
Primary CAD Application <i>in use by the contact listed in this record</i>	Y	Primary CAD SW	25	Pro/Engineer
Primary CAD Vendor	Y	CAD Vendor	20	PTC
Primary CAM Application, if known	N	Primary CAM SW	25	MasterCAM
CAM Vendor	N	CAM Vendor	20	
Primary CAE Application, if known	N	Primary CAE SW	25	Pro/Mechanica
CAE Vendor	N	CAE Vendor	20	PTC
Number of CAD Seats (limited to certain CAD vendors only)	N	Number CAD Seats	10	5 or fewer
All Other CAD Applications in use <i>at this site, if any</i>	N	Other CAD Application(s)	60	AutoCAD, Mechanical Desktop

Appendix A Job Title Categories

Contacts with job titles fall into one of seven categories as shown below:

Contact Type	Primary Role/Description	Typical Titles
Executive	Decision-maker	CEO/CFO/COO President Vice President; Engineering Vice President; Manufacturing Plant Manager
Director	Decision-maker <i>or</i> Key Influencer	Director; Engineering
Middle Management	Key influencer in engineering management and other middle management responsibilities	Engineering Manager or Supervisor Production Manager CAD Manager
Engineer or CAD Application User	CAD User <i>or</i> Key Influencer	Mechanical Engineer Electrical/Electronic Engineer Electromechanical Engineer Manufacturing Engineer Production Engineer CAD Operator CAD Supervisor CAD Designer, drafter PCB Designer
Architect	User of Civil Engineering, GIS, Architectural, or Construction Design Software	Architect
NEC	(not elsewhere classified)	IT Administrator
Blank		Contacts with no title identified

Appendix B CAD Industry Segments

Code	CAD Industry Segment
MCAD	Mechanical Computer-Aided Design
CAM/CNC	Computer Aided Manufacturing (includes Computer Numeric Control, or CNC)
CAE	Computer Aided Engineering (we now include Finite Element Analysis software in this segment)
PLM	Product Lifecycle Management
PDM	Product Data Management
EDA	Electronic Design Automation
EMS	Electro-Mechanical Simulation
3DA	3D Animation and Analysis
AEC	Architecture, Engineering, Construction
CIVIL/GIS	Civil Engineering/Geographic Information Systems

