

# IT / Print Decision Makers

## | TARGET:

IT/Print DMs

## | MARKET:

US

## | METHODOLOGY:

60-Minute Telephone/ Web IDIs

## SPECS:

IT/Print DM (Enterprise)

- 500+ employees

IT/Print DM (SMB)

- 10-499 employees

Print End User (Enterprise)

- 500+ employees

SoHo User who is the print decision maker + user

- 1-9 employees

## SAMPLE PROFILES:

- President at Arbor Devices
- CTO at Priceline
- Director of Product at Tempus
- IT Director at Ramsey Industries