



List Services Corporation

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LSC SMALL BIZ/SOHO UNIQUE BUSINESS DIRECT BASE CDM

78088

A08

COUNTS & RATES:

6,125,550 BUSINESS CONTACT NAMES		\$ 100.00/M
6,125,550 TITLE SELECT/FUNCTION		\$ 100.00/M
6,125,550 SIC	+	\$ 10.00/M
1,788,994 QUARTERLY HOTLINE	+	\$ 10.00/M

GENDER: Male: 0% Female: 0%
SOURCE: PRIMARILY DIRECT MAIL
AVERAGE SALE: \$0.00
MINIMUM NAMES: 10,000

DESCRIPTION:

TAP INTO THIS EXPANSIVE, ENHANCED AND UNIQUE UNIVERSE OF SMALL BUSINESS-OWNERS AND HOME BUSINESS-OWNERS COMPLETE WITH NAMES, E-MAIL, POSTAL ADDRESSES AND TELEPHONES. YOU WON'T ACCESS THESE NAMES ANYWHERE ELSE! ENHANCEMENTS ALLOW FOR A VARIETY OF SELECTS INCLUDING SIC, TITLE, SALES VOLUME, EMPLOYEE SIZE, TITLE AND GENDER SO THAT YOU CAN TAILOR YOUR AUDIENCE TO YOUR SPECIFIC OFFER.

SELECTIONS:

BUSINESS ADDRESS	\$ 10.00/M
GENDER	\$ 10.00/M
COMPANY SIZE	\$ 12.00/M
SALES VOLUME	\$ 15.00/M
SIC/INDUSTRY	\$ 10.00/M
TITLE	\$ 12.00/M
YEAR STARTED	\$ 25.00/M
TELEPHONE	\$ 30.00/M
ZIP	\$ 10.00/M
STATE	\$ 5.00/M
SCF	\$ 5.00/M
ZIP +4	\$ 3.00/M
RUN CHARGES	\$ 7.00/M
CANCELLATION FEE	\$ 50.00/F

PROFILE/DEMOGRAPHICS:

STANDARD INDUSTRY CODE - SIC: INQUIRE FOR COUNTS

- 01 TO 09 AGRICULTURE/FOREST/FISH
- 10 TO 14 MINING
- 15 TO 17 CONSTRUCTION
- 20 TO 39 MANUFACTURING
- 40 TO 49 TRANSPORT/COMM/UTILITIES
- 50 TO 51 WHOLESALE TRADING
- 52 TO 59 RETAIL TRADE
- 60 TO 67 FINANCE/INSURANCE/REAL ESTATE
- 70 TO 89 SERVICES
- 91 TO 97 GOVERNMENT

BUSINESS TITLE: INQUIRE FOR COUNTS

- A1 OWNER/PARTNER
- A2 CHAIRMAN/VICE CHAIRMAN
- A3 PRESIDENTS
- A4 PRINCIPALS/INCORPORATOR
- A5 CFO/CEO/COO
- B1 VICE PRESIDENTS
- B2 MANAGERS
- B3 DIRECTORS
- C DP/SYSTEMS
- D ENGINEERING/R&D
- E FINANCE/ACCOUNTING
- F HR/TRAINING
- G PURCHASING
- H MANUFACTURING/OPERATIONS
- I SALES/MARKETING
- ME MEDICAL
- LA LEGAL

ADDRESSING:

4 UP CHESHIRE LABELS N/C	\$ 0.00/M
MAG TAPE 9 TRACK/6250 BPI	\$ 25.00/F
IBM CARTRIDGE - 3480	\$ 25.00/F
PRESSURE SENSITIVE	\$ 7.50/M
DISKETTE	\$ 100.00/F
E-MAIL	\$ 100.00/F

ORDERS CANCELLED/CUTBACK AFTER SHIPMENT MUST BE CONFIRMED IN WRITING BY LIST SERVICES CORPORATION. ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE SUBJECT TO PAYMENT AT FULL RENTAL PRICE. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A \$50 CANCELLATION FEE. SAMPLE MAIL PIECE REQUIRED.