



D&B Mailing Lists

Target Your Best Prospects to Make Direct Mail Work

CURRENT FILE COUNT: 25,407,975

FILE PROFILE

The business file that allows you to target the greatest number of ideal prospects for your Direct Mail campaigns. Through the wide variety of selectors available you can reach businesses and executives that are most likely to need and use your products and services.

For example, you could select:

- Largest firms by sales or emp.
- Entrepreneurs
- New businesses
- Businesses with waiting rooms
- Partnerships
- Hotels & Motels
- Sole proprietorships
- Restaurants
- Fastest growing firms
- Energy producers
- Firms with new CEOs
- Firms having an anniversary
- Wholesalers
- Importers and Exporters
- Female owned businesses
- People who work at home
- Branch locations
- Firms with more than one location

And more . . . Over 1,000 separate lines of business under these major groupings:

SIC	Description	Count
01-09	Agriculture	801,343
10-14	Mining	48,076
15-17	Construction	1,895,739
20-39	Manufacturing	954,806
40-49	Transportation, Communications and Public Utilities	900,346
50-51	Wholesale Firms	1,119,655
52-59	Retail Establishments	3,651,898
60-67	Financial Services Firms	1,983,301
70-89	Services	8,636,108
91-97	Public Administration	288,813
	Non-Classifiable Establishments	5,129,385

TERMS

Competitive Broker arrangements. Volume discounts for individual mailers and telemarketers.

SELECTORS

- Geographic
(Telephone Exchange, City, County, State, 3-, 5-, & 9-digit ZIP code, SMSA, MSA, Population Code)
- 2-, 4- or 6-Digit SIC.....
- Personalization.....
- 8-Digit SIC.....
- Number of Employees, Total or Here.....
- Organizational Status.....
(Mfg, HQ, Single Location, Branch, Subsidiary)
- Year Started.....
- Executive Age (Includes Name & Title).....
- CEO Name & Title.....
- Functional Title.....

Call for a complete list of specialized selectors.

OUTPUT FORMATS

- Pressure Sensitive.....
- Multi-use FTP/Email.....
- One-time-use FTP/Email.....

Please call for more information:

1.888.772.6947

We look forward to hearing from you!