



# D&B Telemarketing Leads

*Know Who You're Calling to Warm Up Your Cold Calls!*

**CURRENT FILE COUNT: 25,407,975**

## FILE PROFILE

The business file that allows you to target the greatest number of ideal prospects for your Telemarketing/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:*

- Firms with pension funds
- Firms with new CEOs
- New businesses
- Businesses owned by females
- High income executives
- Firms that use copiers & fax machines
- Firms with PCs
- Small businesses
- Importers and Exporters
- Executives by age
- Trade associations
- Firms that own or use trucks
- Metal working firms
- Minority owned firms

**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 & 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

(Unit price decreases as list volume increases)

- Index Card.....
- One Line Listing .....
- FTP/Email .....

*Please call for more information:*

**1.888.772.6947**

*We look forward to hearing from you!*