

# List Profile for: Small To Medium Businesses - InfoBase

## List Type: Business

### What's This List About?

Successful business-to-business direct marketing is dependent on targeting the right person in the right company. InfoBase has been specifically developed to meet this need. Its combination of breadth, depth, accuracy and the daily collection of new data delivers unparalleled value for direct mail and telemarketing campaigns.

This success can be attributed to the InfoBase proprietary data cleansing and integration system — a system that on a daily basis verifies and updates the database to ensure you only receive the highest quality data possible. InfoBase's strength is for highly targeted specialty lists for companies UNDER 100 employees.

**# of records** Over 800,000 organisations to choose from

### Pricing & Selections ex GST

|                |  |                                 |
|----------------|--|---------------------------------|
| <b>Pricing</b> | Postal Data Rental Base Price  | 30c per record/\$75.00 setup    |
|                | Postal Data 1 Year Lease   | 75c per record/\$250.00 setup   |
|                | Telemarketing Data Rental Base Price*  | 38.5c per record/\$75.00 setup  |
|                | Telemarketing Data 1 Year Lease*   | 96.3 per record/\$250.00        |
|                | Fax Data Rental Base Price   | 36.5c per record/ \$75.00 setup |
|                | Fax Data 1 Year Lease  | 91.3c per record/\$250.00       |
|                | Postal & Telemarketing* Combo Rental   | 60c per record/ \$75.00 setup   |
|                | Postal & Telemarketing* Combo 1 Year Lease   | \$1.50 per record/\$250.00      |
|                | Postal & Telemarketing* & Fax Combo Rental   | 80c per record/ \$250.00 setup  |
|                | Postal & Telemarketing* & Fax Combo 1 Year Lease   | \$2.00 per record/\$250.00      |
|                | <b>Extra Fields</b>  |                                 |
|                | ANZSIC Code & Description OR Employee Size   | 3.5c per record extra           |
|                | Head Office Flag OR ACN/ABN  | 2.5c per record extra           |
|                | All 4 above attributes   | 10c per record extra            |
|                | <b>for Extra Fields or any special formatting, the setup charge is \$250.00 and min order \$1250</b> |                                 |
|                | <b>Minimum orders</b>  |                                 |
|                | - no extra fields  | \$250.00                        |
|                | -with extra fields   | \$1,250.00                      |
|                | - leasing  | \$1,250.00                      |

- Selections**
- **Senior Decision Maker** (in some cases this may be a Branch Manager or Admin manager. Please tell us if you want CEO/Owner only)
  - **Gender**
  - **Industry via ANZSIC Codes** (ask if you need a copy of codes)
  - **Employee Size**
  - **State/Postcodes** (ask us if you need a postcode database)
  - **Head Office/ Branch/ Home Office**

### Anything Else I Need To Know?

**Deliverability** 95% . List owner will credit any duds over and above the 5% guarantee

**Terms & Restrictions** List not to be on-sold to any other company or used to form a directory  
List Rental means a once-only use  
A sample mail piece/script must be submitted to list owner for approval  
Tele Data will need to be washed against Do Not Call Register (we can do for you)

### Delivery Format & Turnaround

**Format** Emailed to you in Excel format. Ask about other formats

**Turnaround** Within 3 days after payment is confirmed.

**Payment** Pre payment (unless otherwise negotiated).