

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.		
Pricing & Selections <i>ex GST</i>	# of records	Over 800,000 organisations to choose from	
	Pricing	Postal Data Rental Base Price	30c per record/\$75.00 setup
		Postal Data 1 Year Lease	45c per record/\$1,000.00 setup includes quarterly refresh
		Telemarketing Data Rental Base Price*	38.5c per record/\$75.00 setup
		Telemarketing Data 1 Year Lease*	57.8c per record//\$1,000.00 setup includes quarterly refresh
		Fax Data Rental Base Price	36.5c per record/ \$75.00 setup
		Fax Data 1 Year Lease	54.8c per record//\$1,000.00 setup includes quarterly refresh
		Postal & Telemarketing* Combo Rental	60c per record/ \$75.00 setup
		Postal & Telemarketing* Combo 1 Year Lease	90c per record/\$1,000.00 setup includes quarterly refresh
		Postal & Telemarketing* & Fax Combo Rental	80c per record/ \$250.00 setup
Postal & Telemarketing* & Fax Combo 1 Year Lease		\$1.20 per record/\$1,000.00 setup includes quarterly refresh	
	*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	
	MINIMUM ORDER \$250.00 *PLEASE NOTE THE \$75 SETUP FEE APPLIES TO BASIC POSTAL AND/OR TELE OR FAX ONLY DATA ORDERS. FOR ANY COMPLEX ORDERS OR EXTRA FIELDS A \$250 SETUP MAY APPLY. WE'LL ADVISE YOU IF NECESSARY.		
Anything Else I Need To Know?	Selections	<ul style="list-style-type: none"> - Senior Decision Maker - Contact Name - Business Name - Employee Size - State - Postcodes (ask us if you need a postcode database and we'll email to you) - Gender - Industry by ANZSIC codes (ask us for a spreadsheet if you need one) - Site Information (Head Office, Branch, Home Office) 	
	Deliverability	95%	
Delivery Format & Turnaround Time	Terms & Restrictions	<ul style="list-style-type: none"> - Business telemarketing data may need to be washed against the Do Not Call Register. Please discuss with us. We can wash data for you. - List is seeded with "spies" to detect fraudulent use - List owner needs to see copy of your creative or tele script before releasing data. 	
	Format	Emailed to you in Excel format. Ask about other formats	
	Turnaround	Within 3 days after payment is confirmed.	
	Payment Terms	Pre payment (unless otherwise negotiated).	