

Small Businesses

Total Universe: **69,30,586**

Base Rate: **\$75.00/M**

Description Summary

Small businesses are the backbone of the economy. They make up over 90% of U.S. employer firms, 64% of the net new private-sector jobs, almost 50% of the private sector employment. Now you can target more qualified prospects when you tap into AmeriList's national small business mailing list. You can access owners and decision makers from this demographic rich marketing database. You can segment sales leads by virtually any geography within the U.S. and Canada. These active privately owned companies and their owners are lucrative prospects for a wide range of B2B offers. They are female owned businesses, minority owned firm, and many are also home based businesses. They spend millions on services and supplies to support their growing needs.

How Our Data is Compiled

The Small Business database is compiled using a vast number of self-reported and direct response sources including: new business formations/filings, utility connections, yellow pages, business directories, annual reports, business magazines, newspapers, online surveys, catalog buyers, city/county and state and federal government data. In addition the new business list is telephone verified to ensure accuracy and deliverability. Our compilation team processes the entire database against the NCOA (National Change of Address) file monthly, the list is also CASS certified to ensure further accuracy.

Consider the Facts

- ✓ The SBA defines "small business" less than 500 employees.
- ✓ Nearly 50% work population is employed by a small business.
- ✓ 52% of small businesses are home based.
- ✓ 7 out of 10 new employer firms survive at least 2 years.
- ✓ Franchise account for 2% of the small business sector in the US
- ✓ Apx 78% are Non-employer (business without employees)

Recommended Usage

Our Small Business Mailing List is perfect for any marketer looking to target entrepreneurs and small business owners. It's especially ideal for Financial Planners, Business Consultants, Banks & Lenders Merchant Services, IT & Web Development, Payroll, Office Supplies and Much More. These small businesses are valuable prospects, they have money to spend and are always looking for new vendors.

Sample Mail Piece Required

Inquire

Market Type

Business Data

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders cancel after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Sic Code
Credit
SOHO

Contact Name
Geography
Employee Size

Job Title
Telephone
Home Office

Sales Volume

For additional information or list counts, contact your representative or list manager at 1.800.457.2899