

# Small Business Database

Total Universe: 6,930,586

Base Rate: \$75.00/M



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## 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.

## Popular Selections (may incur additional charges)

Sic Code	N/C	Contact Name	\$10/M	Job Title	\$10/M	Sales Volume	\$5/M
Credit	\$15/M	Geography	\$5/M	Telephone	\$10/M		
SOHO	\$10/M	Employee Size	\$5/M	Home Office	\$10/M		

## Market Type

B2B, U.S. & C.N. Businesses

## List ID

ALD634

## List Channels

Postal, Email & Telemarketing

## Source

Compiled, Direct Response, State License Records, Self-Reported, Utility Connect, Directories

## Output Options

Electronic, Printed

## Update Cycle

Monthly

## Minimum Order

Quantity: 3,000

Price: \$225.00

## Net Name

Floor: 85%

Minimum Quantity: Inquire

Run Charges: Flexible

## Exchanges

Available

## Reuse

Available 50%

## Cancellation Charges

All orders canceled after shipping will be billed at 50% of the original order, in addition to any applicable shipping charges.

## Sample Mail Piece Required

## Commission

A standard 20% broker/agency commission is extended to all trade participants

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

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