

## NATIONAL BUSINESS LEAD LIST

13,215,432	12 MONTH HOTLINE AVERAGE	\$65.00/M	
481,766	QUARTERLY HOTLINE AVERAGE	+ \$10.00/M	GENDER:
143,125	MONTHLY HOTLINE AVERAGE	+ \$15.00/M	CAN SELECT

UPDATE RECEIVED BY 10TH  
OF EACH MONTH

ADDRESSING:  
SEE SELECTIONS

THIS IS ONE OF THE CLEANEST, MOST ACCURATE  
UP-TO-DATE LISTS OF BUSINESSES AVAILABLE TODAY.  
THIS LIST IS RESEARCHED AND QUALIFIED ON A MONTHLY  
BASIS FROM PUBLIC AND GOVERNMENT RECORDS THROUGH  
LOCAL, COUNTY AND STATE MUNICIPALITIES. WHICH MEANS  
NEW BUSINESSES CAN BE REACHED WITHIN A FEW DAYS OF  
OPENING.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

THESE BUSINESS OWNERS PURCHASE PRODUCTS SUCH AS  
LETTERHEAD AND STATIONARY, PRINTING, BUSINESS CARDS  
AND ENVELOPES, OFFICE SUPPLIES, DESKS, CHAIRS,  
CALCULATORS, TYPEWRITERS, BOOKCASES, REFERENCE  
BOOKS, COMPUTER SYSTEMS AND SOFTWARE TO GET THEIR  
BUSINESSES SET UP AND RUNNING.

IN THE PROCESS OF CREATING A COMPANY, THEY CONSULT  
WITH ACCOUNTANTS AND LEGAL COUNSEL TO ENSURE THEY  
ARE FOLLOWING ALL STATE AND FEDERAL REQUIREMENTS.  
MANY ALSO ENROLL IN INDUSTRY AND TRADE ASSOCIATIONS  
TO FURTHER THEIR ADVERTISING DOLLARS AND INCREASE  
PUBLIC RECOGNITION.

WITH THEIR DAILY FOCUS ON THE SALES AND MARKETING OF  
THEIR OWN BUSINESS, THEY ARE RESPONSIVE TO THE  
CONVENIENCE OF TIMELY PLACED TELEMARKETING AND  
DIRECT MAIL OFFERS.

THESE BUSINESS OWNERS ARE PROFESSIONALS WITH  
MIDDLE TO UPPER INCOMES AND ACTIVE LIFESTYLES DUE TO  
THE KNOWLEDGE AND PERSONALITY TRAITS NEEDED TO  
ACCOMPLISH SUCH ENDEAVORS.

SPECIFIC MARKETS ARE AVAILABLE THROUGH SIC CODE  
SELECTIONS. FOLLOWING ARE A FEW OF THE MANY  
CATEGORY SELECTIONS AVAILABLE:

AGRICULTURE	FORESTRY	FISHERIES
MINING	CONSTRUCTION	CONTRACTORS
FOOD PRODUCTS	TEXTILES	APPAREL
PAPER PRODUCTS	LUMBER/WOOD	FURNITURE
PRINTING/PUBLISHING	RUBBER/PLASTICS	CHEMICALS
LEATHER PRODUCTS	STONE/GLASS	CONCRETE
METAL INDUSTRIES	MACHINERY	ELECTRICAL
TRANSPORTATION	COMMUNICATIONS	INSURANCE
PUBLIC UTILITIES	IMPORTS/EXPORTS	FINANCE
RETAIL TRADES	REAL ESTATE	HOTELS
AUTOMOTIVE	RECREATION	HEALTH
ENVIRONMENTAL	EDUCATION	BUSINESS
MUSEUMS/ART	NON-PROFITS	LEGAL

(CONTINUED ON NEXT PAGE)

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320  
Email: info@midwestdm.com

NATIONAL BUSINESS LEAD LIST (CONT'D)

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE  
ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE  
SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A  
"WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT"  
AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE  
FTC WEB SITE: [www.telemarketing.donotcall.gov](http://www.telemarketing.donotcall.gov)

SOURCE: 100% COMPILED FROM PUBLIC AND  
GOVERNMENT RECORDS - PHONE CONFIRMED

SELECTIONS:	FORTUNE 500 COMPANIES	\$25.00/M
	PHONE NUMBERS	\$30.00/M
	TOLL FREE NUMBER	\$15.00/M
	INDIVIDUAL CONTACT	\$6.00/M
	CONTACT TITLE	\$15.00/M
	# OF PROFESSIONALS IN OFF	\$15.00/M
	COMPANY URL	\$15.00/M
	COMPANY STOCK SYMBOL	\$15.00/M
	BUSINESS FILING	\$15.00/M
	PUBLIC COMPANY	\$15.00/M
	GOVERNMENT AGENCY	\$15.00/M
	HOME ADDRESS	\$6.00/M
	SIC CODE - NO CHARGE	
	COUNTY	\$6.00/M
	STATE, SCF, ZIP	\$6.00/M
	ZIP TAPE SET UP FEE	\$50.00
	GENDER	\$6.00/M
	1 CONTACT PER CO - NO CHG	
	RADIUS MAPPING	\$10.00/M
	FAX NUMBERS	\$45.00/M
	EMPLOYEE SIZE	\$15.00/M
	SALES VOLUME	\$15.00/M
	WOMEN OWNED	\$15.00/M
	ETHNIC OWNER	\$15.00/M
	YEARS IN BUSINESS	\$15.00/M
	SQUARE FOOTAGE	\$15.00/M
	NUMBER OF PC'S	\$15.00/M
	IMPORT/EXPORT	\$15.00/M
	SMALL BUSINESS INDICATOR	\$15.00/M
	MINORITY OWNER CODE	\$15.00/M
	YEAR STARTED	\$15.00/M
	FRANCHISE OWNER	\$15.00/M
	ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)

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\*\* USAGE \*\*

AMC	ENEX GRP/ MISSIONS GRP	NUTCRACKER SWEETS
AMERICAN INCOME LIFE	FARM LIFESTYLES	PATTERSON ROBBINS
ANDOVER GROUP	FIFTH THIRD BANK	PRINTING, INC.
AUDIENCE IDENTIFICATION	FINANCIAL RESOURCES, INC.	QC SUPPLY
BARBOUR PUBLISHING	HANKINS SVCS	RESOURCE & DEVELOP
BARKLEY & EVERGREEN	HERMES LANDSCAPING	RS DIRECT
BEST GRAPHICS	HOOBER GROUP	SPECIALTY BEVERAGE
BLACKHAWK CLEANERS	KC ASPHALT PAVING	SUMMIT MARKETING
CAP CARPET, INC.	KC AUTOMATED MAIL,	TARGET ADMISSIONS
CITIES UNLIMITED	KEY WEST MAGAZINE	WILSON CONSULTING
DATA DALLAS	MISSIONS GROUP	
DATA TRANSMISSION NTWK	MORGAN MILLER	

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