

NATIONAL BUSINESS LEAD LIST

13,363,594	12 MONTH HOTLINE AVERAGE	\$65.00/M	
487,167	QUARTERLY HOTLINE AVERAGE	+ \$10.00/M	GENDER:
191,602	MONTHLY HOTLINE AVERAGE	+ \$15.00/M	CAN SELECT
		/M	

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

Midwest Direct Marketing, Inc.

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

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

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 +4	\$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
NCOA - INQUIRE	
FRANCHISE OWNER	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

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** USAGE **

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

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