



## OVER 16 MILLION BUSINESSES AND OVER 40 MILLION EXECUTIVES 2 MILLION BUSINESSES WITH EMAIL, 23 MILLION CONTACTS WITH EMAIL

### DESCRIPTION

The Redi-Business Database is one of the largest in the industry and 100% customizable by dozens of criteria such as SIC Codes (industry-specific codes), job titles, geography, age, gender, language, ethnicity and more. With multiple specific titles within a company, maximize your efforts in specific business categories. Redi-Business lists compile a broad array of U.S. businesses from dozens of trusted sources including: one-on-one interviews, yellow pages, courthouse records, company phone listings, credit inquiry reports, and USPS updates—all refreshed monthly ensuring the database is the most current available.

### FEATURES

- Selectable by 2, 4, 6, or 8-digit SIC Code
- Monthly NCOA
- Address Standardized and Data Hygiene Processed
- CASS Certification and ZIP+4 Append
- CEO/Owner/Manager Available for Most Businesses
- 100% Phone Coverage

### SOURCES

#### SOURCES INCLUDE:

- One-on-one Interviews
- Courthouse Records
- Credit Inquiry Reports
- Many More
- Yellow Pages
- Company Phone Listings
- USPS Updates

### BROADCAST SERVICE PACKAGE

**EMAIL DEPLOYMENT:** Includes set-up, two tests, and deployment of text and HTML email message. Email message must be supplied in final broadcast form. Additional charges apply for specialized graphics including oversized email messages.

**EMAIL REPORT:** Includes summary information regarding the mailing, seed names, messages delivered, messages opened, removes, clickthroughs, bad addresses and net names sent. (Please note the “Reply to Clicks” are not captured in the report, but can be redirected to an email address of your choice.)

**URL TRACKING (Clickthroughs):** Tracks individual URLs that have been clicked on in your email message. Multiple URLs can be tracked in one email message.

**TURNAROUND TIME:** 3-5 days after receipt of your email message and list owner approvals.

### SELECTIONS

- Annual Sales Volume
- Top Executive Contact Name
- Employee Size
- E-mail Addresses (where available)
- Executives/ Professionals by Title
- Fax Numbers
- Gender of Executives
- Radius by ZIP Code
- Headquarter/Branch
- Executives by Language Spoken
- Executives by Ethnicity
- Import/Export
- Longitude/Latitude
- Professional Specialty
- Public vs. Private
- Square Footage
- Area Code
- Female Owned Businesses
- Minority Owned Businesses
- Home Businesses
- Year Founded
- Much More

### ADDITIONAL EMAIL SERVICES

**PERSONALIZATION:** Personalize each email message with the individual’s name.

**PIN NUMBERS (Personal Identification Numbers):** Append unique identification numbers to each individual email message.

**DATABASE MATCHING:** We can match a client supplied file to our email database and select the matched records for email broadcast.

**DATABASE MATCH EMAIL FLAG:** Supply a client’s file back to them with a flag indicating which records have an email address.

**OPT OUT/NON DELIVERABLES:** Provide the Opt Out/Non Deliverables from an email broadcast for client supplied files.

**SUPPRESS FILE:** We can suppress a client supplied file of emails.

**ANALYSIS FILE:** After deployment, we can provide a report of the number of email messages delivered, opened, who opened the message, the number of email messages forwarded, and the number of “clickthroughs” and removes. (Additional fees apply.)

# REDI-BUSINESS POSTAL AND EMAIL LISTS

## POSTAL LIST RENTAL / SELECTION CHARGES

### BASE PRICING

\$50/M one time use  
 \$80/M two time use  
 \$100/M unlimited use  
 Minimum \$100

### SELECTS PRICING

Contact Names \$20/M  
 Employee Size \$10/M  
 Key Code \$5/M  
 Sales Volume \$10/M  
 Title Slug \$5/M  
 Telephone \$10/M  
 Fax \$20/M  
 Additional Selects Inquire

### CANCELLATION

Before mail date: \$50 + \$10/M + shipping. On or after mail date: Full charge.

### DELIVERY PRICING

Email/FTP \$50

Brokers, resellers, file licensees, lettershops, and data professionals, please call for additional information and rates.

## EMAIL LIST RENTAL / SELECTION CHARGES



| PRODUCT STAGE                       | TYPE                | SERVICE  | DESCRIPTION   | PRICE  | PER          | MINIMUM        |
|-------------------------------------|---------------------|--|---|--|--------------|----------------|
| <b>BROADCAST</b>                    | Basic               | Broadcast (Turnaround time: 3-5 days after receipt of email message in final broadcast and all necessary approvals.) | One time use  | \$225  | M            | \$850          |
|                                     |                     |  | Annual (1 year) unlimited license<br>Set-up includes; two (2) tests; one (1) message transmission and summary report    | \$675  | M            | \$2,000        |
| <b>FRONT END</b><br>(Pre-Broadcast) | Creative            | Personalization  | Personalization per occasion  | \$75   | EACH         | \$75           |
|                                     |                     | Image Hosting  | Email contains single image   | \$75   | FLAT         | \$75           |
| OPTIONS                             | Tracking            | URL Tracking (Clickthroughs)   | Tracks total clicks, by URL, in your email message. Multiple URLs can be tracked in one email message                   | Included   | EACH         | Included       |
|                                     |                     | PIN NUMBERS  | Append unique PIN, assigned by client or Redi-Data, to individual email messages  | \$150  | FLAT         | \$150          |
|                                     |                     | Database Match   | Match client-supplied file to Redi-Data email database  | Match: \$200<br>No Match: \$650                    | FLAT<br>FLAT | \$200<br>\$650 |
|                                     |                     | CAN-SPAM Compliance  | Suppress Client's File  | Suppress a client-supplied file of email addresses | \$100        | FLAT           |
| <b>BACK-END</b><br>(Post-Broadcast) | CAN-SPAM Compliance | Provide Opt-out  | Supply file of opt-out email addresses from broadcast   | Included   | FLAT         | Included       |
| OPTIONS                             | Back-end Analysis   | Email Broadcast analysis file  | Provide post-broadcast analysis, record-specific results including delivery, open, forward, click-through, and opt-outs | \$500  | FLAT         | \$500          |

[View and run counts on our free online count system at ama.redicounts.com](http://ama.redicounts.com)

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