



**REACH OVER 18 MILLION BUSINESSES AND
OVER 26 MILLION EXECUTIVES**
– 3 MILLION BUSINESSES WITH EMAIL
– 25 MILLION CONTACTS WITH EMAIL

Redi-Business features hundreds of criteria such as SIC Codes (industry-specific codes), job titles, geography, age, gender, language, ethnicity and much more – to pinpoint the best prospects for your product or service. Our hands-on data experts will help you create your targeted list from millions of executives, specialized employees and high-level decision makers. With multiple specific titles within a company, you can 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. Monthly refreshes ensure our database is one of the most current available. What's more, we ensure a high level of accuracy with DPV, data cleansing and data processing services, all free of charge.

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

SELECTS INCLUDE:

- 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

SOURCES INCLUDE:

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

BASE PRICING

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

DELIVERY PRICING

E-mail/FTP \$50

Additional list service/output charges may apply depending on order. Please inquire for a price quote.

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.

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

BROADCAST SERVICE PACKAGE

BROADCAST SERVICE: includes list rental and transmission of one email message. Inquire for pricing of multiple messages.

EMAIL TRANSMISSION: includes set-up, two tests, and transmission of text and HTML email message. Email message must be supplied in final broadcast form. Additional charges apply for any specialized graphics including any animation or oversized email messages.

EMAIL SUMMARY REPORT: includes summary information regarding the mailing, seed names added to the mailings, quantity of messages delivered, quantity of messages opened, counts of delivered messages, removes, bad addresses and net names sent. Tracking includes the count of each URL in your email message that the recipient clicked. (Please note the "Reply to Clicks" are not captured in the report, but can be redirected to an email address of your choice.)

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

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

ADDITIONAL SERVICES

PERSONALIZATION: Personalize each individual email message with name or unique information.

PIN NUMBERS (Personal Identification Numbers): Append unique identification numbers to each individual email message. PIN Numbers can be assigned by the client or by us.

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

DATABASE MATCH EMAIL FLAG: We can supply a client's file back to them with a flag indicating which records have an email address.

OPT OUT/NON DELIVERABLES: We supply a file of the Opt Out/Non Deliverables from an email broadcast for client supplied files.

SUPPRESS CLIENT SUPPLIED FILE: We suppress a client supplied file of email addresses.

EMAIL BROADCAST ANALYSIS FILE: Once email broadcast is complete, we can provide a report of the number of email messages delivered, opened, who opened the message, the number of email messages forwarded and to whom it was forwarded, and the number of "clickthroughs" and removes.

LIST RENTAL/SELECTION CHARGES

PRODUCT STAGE	TYPE	SERVICE	DESCRIPTION	PRICE	PER	MINIMUM
BROADCAST	Basic	Broadcast (Turnaround time: 3-5 days after receipt of email message in final broadcast and all necessary approvals.)	One time use	\$225.00	M	\$850.00
			Annual (1 year) unlimited license	\$675.00	M	\$2,000.00
			Set-up includes; two (2) tests; one (1) message transmission and summary report			
FRONT END (Pre-Broadcast)	Creative	Personalization	Personalization per occasion.	\$75.00	EACH	\$75.00
OPTIONS	Tracking	Image Hosting	Email contains single image.	\$75.00	FLAT	\$75.00
		URL Tracking (Clickthroughs)	Tracks total clicks, by URL, in your e-mail message. Multiple URLs can be tracked in one e-mail message.	Included	EACH	Included
		PIN NUMBERS	Append unique PIN, assigned by client or Redi-Data, to individual e-mail messages.	\$150.00	FLAT	\$150.00
		Database Match	Match client-supplied file to Redi-Data e-mail database.	Match: \$200.00	FLAT	\$200.00
	CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of e-mail addresses.	No match: \$650.00	FLAT	\$650.00
				\$100.00	FLAT	\$100.00
BACK-END (Post-Broadcast)	CAN-SPAM Compliance	Provide Opt-out	Supply file of opt-out e-mail addresses from broadcast.	Included	FLAT	Included
OPTIONS	Back-end Analysis	E-mail Broadcast analysis file	Provide post-broadcast analysis, record-specific results including delivery, open, forward, click-through, and opt-outs.	\$500.00	FLAT	\$500.00