

List Profile for: Small To Medium Businesses - InfoBase

List Type: Business

What's This List About?

Successful business-to-business direct marketing is dependent on targeting the right person in the right company. InfoBase has been specifically developed to meet this need. Its combination of breadth, depth, accuracy and the daily collection of new data delivers unparalleled value for direct mail and telemarketing campaigns.

This success can be attributed to the InfoBase proprietary data cleansing and integration system — a system that on a daily basis verifies and updates the database to ensure you only receive the highest quality data possible. InfoBase's strength is for highly targeted specialty lists for companies UNDER 100 employees.

of records Over 800,000 organisations to choose from

Pricing & Selections ex GST

Pricing	Postal Data Rental Base Price	30c per record/\$75.00 setup*
	Postal Data 1 Year Lease	75c per record/\$250.00 setup
	Telemarketing Data Rental Base Price*	38.5c per record/\$75.00 setup*
	Telemarketing Data 1 Year Lease*	96.3 per record/\$250.00
	Fax Data Rental Base Price	36.5c per record/ \$75.00 setup*
	Fax Data 1 Year Lease	91.3c per record/\$250.00
	Postal & Telemarketing* Combo Rental	60c per record/ \$75.00 setup*
	Postal & Telemarketing* Combo 1 Year Lease	\$1.50 per record/\$250.00
	Postal & Telemarketing* & Fax Combo Rental	80c per record/ \$250.00 setup
	Postal & Telemarketing* & Fax Combo 1 Year Lease	\$2.00 per record/\$250.00
	Extra Fields*	
	ANZSIC Code & Description OR Employee Size	3.5c per record extra
	Head Office Flag OR ACN/ABN	2.5c per record extra
	All 4 above attributes	10c per record extra
		\$250.00
	Minimum order no extra fields	\$250.00
	Minimum order with extra fields	\$1,250.00
	*for Extra Fields or any special formatting, the setup charge is \$250.00	

Selections	<ul style="list-style-type: none"> • Senior Decision Maker (in some cases this may be a Branch Manager or Admin manager. Please tell us if you want CEO/Owner only) • Gender • Industry via ANZSIC Codes (ask if you need a copy of codes) • Employee Size • State/Postcodes (ask us if you need a postcode database) • Head Office / Branch / Home Office
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Anything Else I Need To Know?

Deliverability 95% . List owner will credit any duds over and above the 5% guarantee

Terms & Restrictions List not to be on-sold to any other company or used to form a directory
List Rental means a once-only use
A sample mail piece/script must be submitted to list owner for approval
Tele Data will need to be washed against Do Not Call Register (we can do for you)

Delivery Format & Turnaround

Format Emailed to you in Excel format. Ask about other formats

Turnaround Within 3 days after payment is confirmed.

Payment Pre payment (unless otherwise negotiated).