

# Star Digital Print's Business Mailing List Worksheet

*Have questions? 402 810-7827 or 855 261-8288 and we'll gladly assist you.*

For a quick quote on a purchased address list, print this form and make your selections from the options below, then scan and email to [hello@stardigitalprint.com](mailto:hello@stardigitalprint.com) or fax to 866 365-1829.

Campaign Description \_\_\_\_\_

Name \_\_\_\_\_ Email Address \_\_\_\_\_

## Geography

**Select from one of the following six geography options:**

By 5-digit Zip Code


By City

City	State	City	State	City	State

By State


By County

County	State	County	State	County	State

By Area Code


By Radius

Street Address	City	State	Zip Code	Miles out from address

## Demographics

Select from any of the following demographic options:

### Bankruptcy Date

The Bankruptcy Date select is used to identify the date the company filed for Bankruptcy.

From \_\_\_/\_\_\_/\_\_\_\_ to \_\_\_/\_\_\_/\_\_\_\_

### Bankruptcy Type

The Bankruptcy Type select is used to identify the type of Bankruptcy filed.

- |   |   |
|---|---|
| <input type="checkbox"/> Chapter 7 Discharge            | <input type="checkbox"/> Chapter 13 Discharge           |
| <input type="checkbox"/> Chapter 7 Dismsl/Trnsfr/Close  | <input type="checkbox"/> Chapter 13 Dismsl/Trnsfr/Close |
| <input type="checkbox"/> Chapter 11 Discharge           | <input type="checkbox"/> Chapter 13 Filing (New/Reopen) |
| <input type="checkbox"/> Chapter 11 Dismsl/Trnsfr/Close | <input type="checkbox"/> Conversion From Ch 11 To Ch 7  |
| <input type="checkbox"/> Chapter 11 Filing (New/Reopen) | <input type="checkbox"/> Conversion From Ch 13 To Ch 11 |
| <input type="checkbox"/> Chapter 12 Discharge           | <input type="checkbox"/> Conversion From Ch 13 To Ch 7  |
| <input type="checkbox"/> Chapter 12 Dismsl/Trnsfr/Close | <input type="checkbox"/> Conversion From Ch 7 To Ch 13  |
| <input type="checkbox"/> Chapter 12 Filing (New/Reopen) |   |

### Big Business Indicator

The Big Business Indicator select indicates that the record is a "Big Business". This contains \* Businesses with a location or corporate employment size of 100 or more.

Big Business Indicator

### Contact Gender

Contact Gender relates to the available contact name and title.

Female       Male       Uncoded

### Cottage Industry

The Cottage Industry select indicates if the business is run from a residence (home office).

Cottage Industry

### Credit Code

The Credit Code select is derived from a proprietary model. Several (but not all) of the factors involved are the stability of the industry, length of time in business, historical performance and size of the business. The Credit Code is a single digit code: A=Excellent, B=Very Good, C=Good, I=Institution, P=Professional, U=Unknown or Less than Good.

Excellent       Institution  
 Very Good       Professional  
 Good       Unknown

### Credit Grade

The Credit Grade select is derived from a proprietary model. The Credit Grade is a 2 Alpha code: A+ and A=Excellent, B+ and B=Very Good, C+ and C=Good

A+ and A (90 to 100)       Professional Individual  
 B+ and B (80 to 89)       Unknown - Less than 70  
 C+ and C (70 to 79)       Institution  
 Blank or Uncoded\Unknown

### Employee Size By Location (Range)

The Employee Size By Location (Range) select indicates the number of employees that work at a given location.

1 To 4       250 To 499  
 5 To 9       500 To 999  
 10 To 19       1,000 To 4,999  
 20 To 49       5,000 To 9,999  
 50 To 99       10,000+  
 100 To 249       Uncoded

### Employee Size Company Wide (Actual)

The Employee Size Company Wide (Actual) indicates the total number of employees at all locations for a company.

From \_\_\_\_\_ to \_\_\_\_\_  
Enter a number between 1 and 999,999.

### Expenses - Advertising and Promotions

The Advertising and Promotion Expense model is a proprietary model that includes the cost of purchased

advertising and promotional services for medial coverage, promotional, marketing, public relations services and other advertising services purchased from others.

- |   |   |
|---|---|
| <input type="checkbox"/> Less Than \$5,000    | <input type="checkbox"/> \$50,000 To \$100,000  |
| <input type="checkbox"/> \$5,000 To \$10,000  | <input type="checkbox"/> \$100,000 To \$250,000 |
| <input type="checkbox"/> \$10,000 To \$20,000 | <input type="checkbox"/> \$250,000+             |
| <input type="checkbox"/> \$20,000 To \$50,000 | <input type="checkbox"/> Uncoded/Unknown        |

### **Expenses - Payroll and Benefits**

The Payroll and Benefits Expense model is a proprietary model that includes the gross earnings of all employees paid during the calendar year and fringe benefits.

- |   |  |
|---|--|
| <input type="checkbox"/> Less Than \$100,000      | <input type="checkbox"/> \$1MM To \$2.5MM  |
| <input type="checkbox"/> \$100,000 To \$250,000   | <input type="checkbox"/> \$2.5MM To \$10MM |
| <input type="checkbox"/> \$250,000 To \$500,000   | <input type="checkbox"/> \$10MM+           |
| <input type="checkbox"/> \$500,000 To \$1 Million | <input type="checkbox"/> Uncoded/Unknown   |

### **Expenses - Rent and Lease**

The Rent and Lease Expense model is a propriety model that includes payments made to other companies for the rental or leasing of land, buildings, offices and related structures.

- |  |   |
|--|---|
| <input type="checkbox"/> Less Than \$10,000    | <input type="checkbox"/> \$100,00 To \$250,000  |
| <input type="checkbox"/> \$10,000 To \$25,000  | <input type="checkbox"/> \$250,000 To \$500,000 |
| <input type="checkbox"/> \$25,000 To \$50,000  | <input type="checkbox"/> \$500,000+             |
| <input type="checkbox"/> \$50,000 To \$100,000 | <input type="checkbox"/> Uncoded/Unknown        |

### **Expenses - Technology**

The Technology Expense model is a proprietary model that includes the cost for custom and off the shelf software, system support and design, data processing services, hardware, and supplies.

- |   |   |
|---|---|
| <input type="checkbox"/> Less Than \$500    | <input type="checkbox"/> \$5,000 To \$10,000  |
| <input type="checkbox"/> \$500 To \$1,000   | <input type="checkbox"/> \$10,000 To \$50,000 |
| <input type="checkbox"/> \$1,000 To \$2,500 | <input type="checkbox"/> \$50,000+            |
| <input type="checkbox"/> \$2,500 To \$5,000 | <input type="checkbox"/> Uncoded/Unknown      |

### **Expenses - Telecommunications**

The Telecommunications Expense model is a proprietary model that includes all costs for communication services purchased from other companies, including cost of telephone, data transmission, fax, and all other communications services.

- |   |   |
|---|---|
| <input type="checkbox"/> Less Than \$2,000    | <input type="checkbox"/> \$50,000 To \$100,000  |
| <input type="checkbox"/> \$2,000 To \$5,000   | <input type="checkbox"/> \$100,000 To \$250,000 |
| <input type="checkbox"/> \$5,000 To \$20,000  | <input type="checkbox"/> \$250,000+             |
| <input type="checkbox"/> \$20,000 To \$50,000 | <input type="checkbox"/> Uncoded/Unknown        |

### **Expenses - Utilities**

The Utilities Expense model is a proprietary model that includes the cost of electricity and fuels for heating, power or generation of electricity. It also includes the cost of water, sewer, and refuse removal.

- |  |   |
|--|---|
| <input type="checkbox"/> Less Than \$2,000 | <input type="checkbox"/> \$25,000 To \$50,000 |
|--|---|

- \$2,000 To \$5,000
- \$5,000 To \$10,000
- \$10,000 To \$25,000

- \$50,000 To \$100,000
- \$100,000+
- Uncoded/Unknown

### **Grow/Shrink Business Indicator**

The Grow/Shrink Business Indicator select indicates whether the business is growing or shrinking in size. The growing business flag is provided by comparing employment sizes gathered over several cycles of telephone verification.

- Growing
- Shrinking
- Unknown

### **High Tech Business Indicator**

The High Tech Business Indicator select indicates the record is a "High-Tech Business". This select contains businesses from the computer technology, engineers, some manufacturers, communications, and government - space research/technology.

- High Tech Business

### **Import/Export Indicator**

The Import/Export Business Indicator identifies businesses that import goods, export goods, or import and export goods.

- Both
- Exporters
- Importers
- Uncoded

### **Location Type**

The Location Type select indicates if the selected business is a headquarter, a branch or a subsidiary location.

- Branch
- Headquarters
- Single Location/Unknown
- Subsidiary

### **Medium Business Indicator**

The Medium Business Indicator select indicates the record is a "Medium-Sized Business". Contains businesses which have a location or corporate employment size of 10 - 99 and a contact of president or owner title.

- Medium Business Indicator

### **Non-Profit Business Indicator**

The Non-Profit Business Indicator identifies businesses that are categorized as non-profit.

- Omit records coded as non-profit
- Only include records coded as non-profit

### **Owner - Ethnic Code**

Owner - Ethnic code indicates the race of the highest contact on record.

- African American
- Native American

- |  |   |
|--|---|
| <input type="checkbox"/> Central & Southwest Asian | <input type="checkbox"/> Other            |
| <input type="checkbox"/> Eastern European          | <input type="checkbox"/> Pacific Islander |
| <input type="checkbox"/> Far Eastern               | <input type="checkbox"/> Scandinavian     |
| <input type="checkbox"/> Hispanic                  | <input type="checkbox"/> South Asian      |
| <input type="checkbox"/> Jewish                    | <input type="checkbox"/> Western European |
| <input type="checkbox"/> Mediterranean             | <input type="checkbox"/> Uncoded          |
| <input type="checkbox"/> Middle Eastern            | <input type="checkbox"/> Unknown          |

### **Owns/Rents Code**

The Owns/Rents Code indicates if the functional facility in which the firm is located is owned or leased. Infogroup gathered this information from small businesses through telephone verification. This data element is not modeled.

- |                                |                                  |
|--------------------------------|----------------------------------|
| <input type="checkbox"/> Own   | <input type="checkbox"/> Unknown |
| <input type="checkbox"/> Lease |                                  |

### **Primary NAICS Code**

Businesses on the Infogroup file can have up to Six NAICS codes to accommodate various specialties. The Primary NAICS Code select will identify only those businesses where the primary NAICS codes matches the NAICS codes entered in your query.

- Only records with primary NAICS codes

### **Primary SIC Code**

Businesses on the Infogroup file can have up to Six SIC codes to accommodate various specialties. The Primary SIC Code select will identify only those businesses where the primary SIC codes matches the SIC codes entered in your query.

- Only records with primary SIC codes

### **Public Filing Indicator**

The Public Filing Indicator select identifies a company against whom the filing of a legal action (bankruptcy, etc) has been recorded.

- Select companies against whom the filing of a legal action has been recorded

### **Public/Private Indicator**

The Public/Private Indicator select shows whether a business is publically or privately held. Publically held companies have stocks traded on one of the stock exchanges while the stocks of a privately held company are owned by a small number of stockholders – these stocks are not available for sale to the general public.

- |                                  |
|----------------------------------|
| <input type="checkbox"/> Public  |
| <input type="checkbox"/> Private |

### **Sales Volume (Range)**

The Sales Volume (Range) select indicates the annual sales volume reported by the business.

- |   |   |
|---|---|
| <input type="checkbox"/> \$0 To \$149,999         | <input type="checkbox"/> \$10 To \$20 Million   |
| <input type="checkbox"/> \$150,000 To \$249,999   | <input type="checkbox"/> \$20 To \$50 Million   |
| <input type="checkbox"/> \$250,000 To \$499,999   | <input type="checkbox"/> \$50 To \$100 Million  |
| <input type="checkbox"/> \$500,000 To \$1 Million | <input type="checkbox"/> \$100 To \$500 Million |

- \$1 To \$2.5 Million
- \$2.5 To \$5 Million
- \$5 To \$10 Million

- \$500 Million To \$1 Billion
- Over \$1 Billion
- Uncoded

### Small Business Indicator

The Small Business Indicator select indicates that the record is a "Small Business". Contains businesses which have a location or corporate employment size of 1 - 9 and a contact of president or owner title.

- Small Business Indicator

### Square Footage

The Square Footage select indicates the overall space occupied by the business located at a given address.

- |  |  |
|--|--|
| <input type="checkbox"/> 0 - 1499      | <input type="checkbox"/> 10,000 - 19,999 |
| <input type="checkbox"/> 1,500 - 2,499 | <input type="checkbox"/> 20,000 - 39,999 |
| <input type="checkbox"/> 2,500 - 4,999 | <input type="checkbox"/> 40,000 - 99,999 |
| <input type="checkbox"/> 5,000 - 9,999 | <input type="checkbox"/> 100,000+        |

### Telephone Number

The Telephone Number select indicates that a matching telephone number is available for a given record.

- Only include if the Phone Record is available

### Top Contact Name

The Top Contact Name select allows you to choose Business Lists with or without Contacts.

- Only include if the Top Contact Name is available

### Top Contact Title Code

Top Contact Titles available within an organization. Select all that apply.

- |   |  |
|---|--|
| <input type="checkbox"/> Administration Executive                   | <input type="checkbox"/> IT Executive            |
| <input type="checkbox"/> Administrator                              | <input type="checkbox"/> Legal                   |
| <input type="checkbox"/> Board Member                               | <input type="checkbox"/> Manager                 |
| <input type="checkbox"/> Business Development                       | <input type="checkbox"/> Manufacturing           |
| <input type="checkbox"/> Chairman                                   | <input type="checkbox"/> Manufacturing Executive |
| <input type="checkbox"/> Chief Administrative Officer               | <input type="checkbox"/> Marketing               |
| <input type="checkbox"/> Chief Executive Officer                    | <input type="checkbox"/> Marketing Executive     |
| <input type="checkbox"/> Chief Financial Officer                    | <input type="checkbox"/> Office Manager          |
| <input type="checkbox"/> Chief Information/Chief Technology Officer | <input type="checkbox"/> Operations              |
| <input type="checkbox"/> Chief Marketing Officer                    | <input type="checkbox"/> Operations Executive    |
| <input type="checkbox"/> Chief Operating Officer                    | <input type="checkbox"/> Other                   |
| <input type="checkbox"/> Controller                                 | <input type="checkbox"/> Owner                   |
| <input type="checkbox"/> Corporate Communications Executive         | <input type="checkbox"/> Partner                 |
| <input type="checkbox"/> Director                                   | <input type="checkbox"/> President               |
| <input type="checkbox"/> Educator                                   | <input type="checkbox"/> Principal               |
| <input type="checkbox"/> Engineering/Technical                      | <input type="checkbox"/> Publisher/Editor        |
| <input type="checkbox"/> Executive                                  | <input type="checkbox"/> Purchasing Executive    |
| <input type="checkbox"/> Executive Director                         | <input type="checkbox"/> Regional Manager        |
| <input type="checkbox"/> Executive Officer                          | <input type="checkbox"/> Religious Leader        |

- Executive Vice President
- Facilities
- Finance
- Finance Executive
- General Manager
- Human Resources
- Human Resources Executive
- International
- IT

- Sales
- Sales Executive
- Senior Vice President
- Site Manager
- Telecommunications Executive
- Treasurer
- Vice President
- Unknown

### **Website URL Indicator**

Utilize the website URL indicator to identify businesses with a URL present on their record.

- Only include if the Website URL is available

### **White Collar Indicator**

The White Collar Indicator select indicates whether or not a business is coded as a White Collar Business.

- Only include if the business is coded as a White Collar Business

### **Woman Owned**

The Woman Owned select indicates if the primary owner is a female.

- Only include if the business is coded as Woman Owned

### **Years In Business Range**

The Years In Business Range indicates how many years a company has been in business.

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 0-1 Years   | <input type="checkbox"/> 16-25 Years |
| <input type="checkbox"/> 2-5 Years   | <input type="checkbox"/> 26-50 Years |
| <input type="checkbox"/> 6-10 Years  | <input type="checkbox"/> Uncoded     |
| <input type="checkbox"/> 11-15 Years |                                      |