



Total National Counts:

- 16.7 Million Records

List Selections Include:

- Contact Name
- Title
- Phone
- # of Employees
- Sales Volume
- # of Years in Business
- Ethnic Owned
- Women Owned
- NAICS
- SIC
- Fax
- # of PC's
- Square Footage
- SOHO
- Location Type
- New Business
- URL

The National Business Database Provides Extensive B-to-B Market Coverage

Valassis Lists has partnered with National Business File compiler to offer its National Business Database. Updated monthly, the National Business Database maintains over 16 million businesses coded by SIC. It is comparable to the Dun and Bradstreet and InfoUSA business files with equal quality and equal coverage at a much more competitive cost. The National Business Database is matched back to multiple sources to validate and to ensure consistency of collected information.

The validation and verification process is a multi-step process where different sources are used to validate initial compilation findings. With an extensive list of selects available, the National Business Database allows you to target the right businesses for your offer.

Business Credit Score Also Available

The National Business Database credit score is based on a model wherein a number of elements are combined and analyzed in order to determine the credit "worthiness" of a potential prospect company. A partial listing of elements utilized to create this model include number of employees, years in business, government data, stability of the company's industry, sales volume, better business bureau statistics. This score is useful as a payment indicator.

Multiple Business Data Sources Include:

- Yellow Pages/White Pages
- SEC Filings
- Better Business Bureau
- New Biz Registrations
- Trade Journals
- Postal Service Info
- Government Directories/Reports
- Census Data