

SOHO (small office/home office) is the most rapidly expanding business segment in America today. To help you target this market, ALC has developed and updated this database of business owners looking to be productive and profitable.

**SOURCE**

Directories

**GEOGRAPHY**

Domestic (US)

**LIST OWNER**

ALC

**LIST MAINTENANCE**

Counts through 03/01/2010  
 Last update 03/05/2010  
 Update frequency QUARTERLY

**UNIT OF SALE INFORMATION**

**GENDER PROFILE**

Male: **52%**  
 Female: **21%**

**SELECTION CHARGES**

BUSINESS OWNERS \$10.00 /M  
 GENDER/SEX \$10.00 /M  
 HOME VS BUSINESS ADDRESS \$10.00 /M  
 JOB TITLE SELECT \$10.00 /M  
 NUMBER OF EMPLOYEES \$10.00 /M  
 PHONE NUMBER \$15.00 /M  
 SALES VOLUME \$10.00 /M  
 SCF \$8.00 /M  
 SIC CODE \$10.00 /M  
 STATE \$8.00 /M  
 ZIP \$8.00 /M

**ADDRESSING**

CHESHIRE LABELS No charge  
 DISKETTE \$25.00 /F  
 EMAIL \$35.00 /F  
 GALLEY LISTING \$15.00 /M  
 MAG TAPE \$25.00 /F  
 P/S LABELS \$7.50 /M

**KEY CODING**

**Key Coding is available**  
 Charges: **\$3.00 /M**

**MINIMUM ORDER**

Quantity: **5,000**  
 Dollar: **\$500.00**

**REUSE**

**Reuse is not allowed**

**TELEMARKETING**

**Telemarketing is allowed**

**CANCELLATION**

Charges: **\$150.00 /F**

**COMMISSIONS**

Broker: **20%**

**NET NAME ARRANGEMENTS**

**Net Name is allowed.**  
 Net: **85%**  
 Min Qty: **50,000**  
 Run Charges: **\$10.00 /M**

**EXCHANGES**

**Exchange is not allowed.**

**Key Segments**

11,192,449	Universe / Base Rate	\$72.00 /M
2,173,105	Home Based Business Address	+ \$10.00 /M
9,019,344	Business Based Address	+ \$10.00 /M
3,822,042	Business Owners	+ \$10.00 /M
11,186,118	Phones	+ \$15.00 /M

**Audience Profile**

While SOHO executives are quick to purchase products that fuel their companies' growth—computers, peripherals, software, office furniture, supplies—they also happen to be key decision-makers on the consumer end.

You'll find many of these executives at a home based business address, shopping direct for clothes, home office merchandise, household furnishings, gifts and more.

This database contains valuable prospects for many other offers such as: Business Publications Regional Magazines, Sales and Marketing Materials, Business Seminars, Financial Services, Political Organizations.

You'll be able to reach these executives at their home or business address. They can be screened by their job title, the type of business, and much more to fit your needs.

[Click Here to Visit the ALC B2B Website](#)

**Terms and Conditions**

Payment due 30 days from mail date. Order cancellations within 10 days of mail date must be paid in full. Orders cancelled prior to 10 days before mail date include the following fees: \$150/F plus \$10/M, media and shipping charges. 20% commission on base rate to authorized brokers. Please allow 3-5 business days to process an order. Any order received at ALC is subject to a \$150/F cancellation fee. State and local sales tax will apply where applicable.

**Contacts**

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<b>Shawn Danitz</b>	Count Requests	<a href="mailto:shawn.danitz@alc.com">shawn.danitz@alc.com</a>	<b>(609) 580-2758</b>	(609) 580-2866



THE REST OF THE STORY