

# List Planning Guide

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This guide is simply meant to give you an idea of the diverse archive of mail lists available to us. This is only a small sampling of our commonly requested list criteria, *we can access nearly any list in any zip code, nationwide!*

## Step 1 • Select Your List Type & Criteria

### Consumer Lists

- Residents (owners or renters)
- Age
- Income
- Lifestyle
- Presence of Children
- New Homeowners (weekly or monthly)
- New Homeowners (this year or last year)
- Other criteria—Call us to speak with a sales representative for more information*

### Business Lists

Every business list begins with targeting an SIC (Standard Industrial Classification) category. Although it sounds complex, an SIC category is simply the government classification method for coding businesses. There are 10 SIC 'Divisions,' and each of these divisions is made up of several 'Major Groups.' Often there are sub-categories called 'Industry Groups' within these major group tiers as well.

For instance, if you have a product you want to market to carwashes, the SIC Division would be *Division I: Services*, the group within Division I would be *Major Group 75: Automotive Repair, Services & Parking*. From there your marketing target would fall into *Industry Group 754: Automotive Services Except Repair* and finally *Group 7542: Carwashes*. **Our knowledgeable sales representatives can assist you with properly targeting your SIC category.**

Once you have narrowed down your SIC code, you can also narrow down your business list with one or more of the following criteria or 'selects':

- Zip Code
- Employee Size
- Sales Volume
- Decision Maker
- Phone Number
- Year Established
- *A plethora of other precisely targeted selects*

So if you want to market your product to Phoenix carwashes, you would pull only carwashes located in Phoenix zip codes. However, keep in mind that the more targeted your list, the smaller your count will be.



# List Planning Guide

## Step 2 • Select Your Zip Codes

### Phoenix

- 85003
- 85004
- 85006
- 85007
- 85008
- 85009
- 85012
- 85013
- 85014
- 85015
- 85016
- 85017
- 85018
- 85019
- 85020
- 85021
- 85022
- 85023
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- 85029
- 85031
- 85032
- 85033
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- 85037
- 85040
- 85041
- 85042
- 85043
- 85044
- 85045
- 85048
- 85050
- 85051
- 85053
- 85054

### Tempe

- 85281
- 85282
- 85283
- 85284

### Mesa

- 85201
- 85202
- 85203
- 85204
- 85205
- 85206
- 85207
- 85208
- 85209
- 85210
- 85212
- 85213
- 85215

### Scottsdale

- 85250
- 85251
- 85253
- 85254
- 85255
- 85257
- 85258
- 85259
- 85260
- 85262

### Chandler

- 85224
- 85225
- 85226
- 85248
- 85249

### Glendale

- 85301
- 85302
- 85303
- 85304
- 85305
- 85306
- 85307
- 85308
- 85310

### Gilbert

- 85233
- 85234
- 85296
- 85297

### Peoria

- 85345
- 85381
- 85382
- 85383

### Other

- 85220 Apache Junction
- 85222 Casa Grande
- 85236 Higley
- 85242 Queen Creek
- 85268 Fountain Hills
- 85323 Avondale
- 85331 Cave Creek
- 85335 El Mirage
- 85338 Goodyear
- 85340 Litchfield
- 85374 Surprise
- 85351 Sun City
- 85373 Sun City
- 85375 Sun City West
- 85377 Carefree