



**MARKETING ADVISORY GROUP, INC.**  
*"Your Direct Marketing Boutique"*

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# *MAG Media Service*

## **List Compilation**

Names and addresses, both business and consumer represent a vital link to your business prosperity.

Names and addresses are available through many sources – including acquisitions, rental, or compilation. Names and addresses that you collect from business activities represent an asset for building strong, results oriented relationships as a business entity. Consider whether you have access to the following suggested sources:

<i>Customers</i>	<i>Inquirers</i>	<i>Meeting Rosters</i>
<i>Association Membership</i>	<i>Press Releases</i>	<i>Warranty Cards</i>
<i>Surveys</i>	<i>Networking Events</i>	<i>Business Cards</i>
<i>Invoices</i>	<i>Correspondence</i>	<i>Phone Calls</i>
<i>Referrals</i>	<i>Coupons</i>	<i>Directories</i>

Then treat your sources as value that needs to be put to work, producing results for your business.

### **THE COST FOR CREATING YOUR CUSTOMIZED LIST**

**Consumer names & addresses – 3 lines = 26¢ each**  
**Business names & addresses – 4 & 5 lines = 30¢ each**  
**Email names & email addresses = 18¢ each**  
**Minimum \$95**