



Other Services

American Business Information offers two excellent services to help you satisfy your immediate business needs.



[American Business Information ONLINE](#)



[InfoAccess](#)



[Strategic Mapping Incorporated](#)



American Business Information ONLINE

Now, access the on-line service via our toll-free number! To receive your free software and \$50 in FREE USAGE, call (402) 593-4593, or e-mail online@abii.com.

American Business Information ONLINE can provide you with instant access to 11 million businesses in the United States and Canada, right from your own PC!

Whether you want to generate a sales prospect list with complete address and phone information, identify the size and location of your market, or obtain specific information about a company, ABI ONLINE is the tool for you. It's quick and easy, and is **accessible 24 hours a day, 7 days a week!**

ONLINE is Ideal for:

- Unlimited Directory Assistance.**
- Generating Sales Leads.**
- Market and Sales Planning.**
- Telemarketing.**
- Direct Mail.**

**The Information You Need,
at Your Fingertips
24 Hours a Day, 7 Days a Week!**

How Much Does it Cost?

Monthly Membership Fee \$4.95

Includes 2 FREE Hours Basic Service-After your first 2 hours you will only pay 25 cents per minute connect time.

Basic Service Includes:

- ✓Unlimited Previewing of Lists.
- ✓Unlimited List Counts.
- ✓Plus Directory Assistance on over 11 Million Businesses.

Premium Service Includes:

- ✓Sales Lead: 25 cents per listing, downloaded immediately to your PC.
- ✓Detailed Business Profile \$2.00 each.

Off-Line Printed Leads

- ✓Prospect List & 3x5 Cards -- 20 cents.
- ✓Mailing Labels -- 12 cents.
- ✓Diskettes -- 20 cents.

**First \$50.00 of
Premium Service
FREE!**

Monthly Membership Service and Premium Service will be conveniently billed to your VISA, MasterCard or American Express.



InfoAccess

When you need information fast ... call InfoAccess at 1-800-808-INFO (4636)!

How many times have you needed information about a business or person, and simply gave up because there was no way to find it? Well, now theres a way ... **InfoAccess!**

What is InfoAccess?

Its your complete telephone information service that provides answers about businesses or people anywhere in the country. But dont be mistaken, its not directory assistance ... **its much, much better.** Heres why:

Flexible searching

Got the name of a business, but no idea where theyre located? For example, you need the phone number of Cybex Software some where on the west coast. Give us a call. And we can even search by type of business too. We can locate a bed & breakfast in Vermont, or a florist in Phoenix. We can even give you lists of businesses in any part of the United States and Canada!

Maybe it isnt a business youre looking for, but rather a long-lost friend or relative. We can search a consumer database of over 80 million households to find the person youre seeking.

In-Depth Information

We provide much more than just phone numbers! You can get a wealth of information on companies, including number of employees, sales volume, name of the owner or manager, their lines of business ... even their credit score and full credit reports! You can also get news articles about businesses or any other topic from a world-wide electronic library! And for individuals, we can provide mailing addresses, length of residence, and more.

Very low cost

InfoAccess Basic Service provides you with 100 look-ups, read over the phone, for just \$4.95 a month ... thats less than 5 cents each. Compare that to phone company directory assistance, which costs up to 75 cents a call - even though the searches are very limited and they don't provide in-depth information. Youll quickly see that InfoAccess is a much better deal! And our Premium Services delivered by fax are also quite reasonable.

When you need information fast, and dont know where to turn ... just call **InfoAccess.** Try it for 30 days, FREE. Let us prove to you how valuable this service can be.

InfoAccess. Its all you need ... to know!



Printed Directories

You dont need a computer to get sales leads from American Business Informations exclusive business database. Thousands of printed directories are available. These directories have helped thousands find effective sales leads. You can also develop sales leads with our products.



[American Big Businesses Directory](#)



[American Manufacturers Directory](#)



[State Business Directories](#)



[U.S. Business Directories](#)



State Business Directories

For more information on the State Businesses Directories, please call 800-593-4600.

You can have a directory of ALL the businesses in a state. Our State Business Directories are indispensable for sales leads, direct mail, credit decisions, telemarketing, job hunting, and market research, or as a general reference. Directories are available for all fifty states and the District of Columbia.

The directories are organized in four sections: Alphabetical by City, Yellow Page Classification, Major Employers listed by City, Manufacturing firms by City and SIC Code.

These Directories Contain:

- ✓Company Name.
- ✓Mailing Address & Telephone Number.
- ✓Number of Employees.
- ✓Name of the Owner or Manager.
- ✓Annual Sales Volumes.
- ✓Years in Business.
- ✓Franchise or Brand Information.
- ✓Credit Rating Code.



US Business Directories

For more information on the US Businesses Directories, please call 800-593-4600.

These directories provide listings for a particular type of business. For example, you can buy a directory of Gift Shops, New Car Dealers, or Computer Software Retailers. Over 1,800 different titles are available. If you market nationwide, these directories are an invaluable source of new prospects.

These Directories Contain:

- ✓Company Name.
- ✓Mailing Address & Telephone Number.
- ✓Number of Employees.
- ✓Name of the Owner or Manager.
- ✓Franchise or Brand Information.
- ✓Credit Rating Code.



American Manufacturers Directory

For more information on the American Manufacturers Directory, please call 800-593-4600.

Includes over 120,000 manufacturers with 25 or more employees. It is sequenced alphabetically by Company Name, by City, and by SIC Code.

This Directory Contains:

- ✓ Company Name.
- ✓ Mailing Address & Telephone Number.
- ✓ Number of Employees.
- ✓ Sales Volume.
- ✓ Key Contact Name and Title.
- ✓ Primary Type of Business.
- ✓ Secondary Types of Business.
- ✓ Credit Rating Code.



American Big Businesses Directory

For more information on the American Big Businesses Directory, please call 800-593-4600.

Includes over 140,000 top US Corporations with 100 or more employees. It is sequenced alphabetically by Company Name, by City, and by SIC Code. The Big Businesses Directory lists 277,000 top executives and directors.

This Directory Contains:

- ✓Company Name.
- ✓Mailing Address & Telephone Number.
- ✓Number of Employees.
- ✓Sales Volume.
- ✓Key Contact Name and Title.
- ✓Primary Type of Business.
- ✓Secondary Types of Business.
- ✓Headquarters/Branch Identifiers.
- ✓Stock Exchange and Ticker Symbol for public companies.
- ✓Credit Rating Code.



CD-ROM Products

All you need is a CD-ROM drive to access the most extensive and accurate databases available. This information, once only available to large companies with million-dollar mainframe computers, can now be accessed on your PC. Slice and dice the information and create the sales leads you want.



Business Products:

[Business America -- on CD-ROM](#)
[575,000 Physicians & Surgeons](#)
[4.5 Million Small Business Owners](#)
[1.5 Million Professionals](#)
[1.4 Million Female Executives & Business Owners](#)
[Business Credit Reference Directory -- on CD-ROM](#)
[American Big Businesses Directory on CD-ROM](#)
[American Manufacturers Directory on CD-ROM](#)



Consumer Products:

[88 Million Households Phone Book Deluxe](#)
[16 Million Businesses Phone Book](#)
[2 Million Canadian Businesses Phone Book](#)
[800 Number Directory](#)
[88 Million Households Phone Book](#)
[American Yellow Pages](#)
[9-Digit ZIP Code Directory](#)
[Health & Medical Industry Directory](#)



American Yellow Pages

For more information on the American Yellow Pages, please call 800-555-5666!

The Database Favored by Fortune 500 Companies

Now there's a single source for information on any business in the US. The American Yellow Pages -- on CD-ROM is the ultimate desktop business reference tool. You can call up a complete company profile which includes: **Company Name, Complete Address, Telephone Number, SIC Code and Yellow Page Descriptions and Franchise/Specialty Information as well as the number of years the company has been listed in each category.** Up to 100 profiles can be selected at a time for printing and downloading. It even dials the phone numbers for you!

The information comes from American Business Informations exclusive database, which is compiled from more than 5,000 Yellow Page Directories and hundreds of other sources. Over 16 million phone calls are made each year to ensure the completeness of the database. The result is the most complete CD-ROM Phone Directory available today!

The Most Complete Mailing, Marketing and Telephone Information Available on CD-ROM

- ✓ Includes Virtually Every US Business -- over 16 Million Listings.
- ✓ Compiled from 5,000 Yellow Page Directories and Hundreds of Other Information Sources.
- ✓ Verified by 14 Million Phone Calls.
- ✓ More than 7,500 Yellow Page Search Categories.
- ✓ Includes Printing and Downloading Options.
- ✓ Search by:
 - Yellow Page Heading.
 - Standard Industry Classification, (SIC Code).
 - Company Name - across the US or by City, State or ZIP Code.
- ✓ Map your search results on screen.
- ✓ Cut and paste records using the Windows clipboard.
- ✓ It Talks.
- ✓ It even dials the number for you.

The Ultimate Reference Directory For

- Sales People** - looking for leads.
- Fund-raisers** - seeking potential donors.
- Job Seekers** - looking for employers.
- Business Owners** - searching for new customers.
- Marketing People** - needing to do research and analysis.
- Consumers** - looking for products and services.

System Requirements

- Windows 3.1 or higher
- 4 MB RAM
- 8.5 MB available disk space
- Double Speed CD-ROM
- Soundblaster 2.0 or higher (optional)
- Hayes compatible modem (optional)



16 Million Businesses Phone Book

For more information on the 16 Million Businesses Phone Book, please call 800-555-5666!

The Business Directory Favored by Fortune 500 Companies

The information comes from American Business Informations exclusive database, which is compiled from more that 5,000 Yellow Page Directories and hundreds of other sources. Over 14 million phone calls are made each year to ensure the accuracy of the database. The result is the most complete CD-ROM Phone Directory available today!

It's an electronic phone book with virtually every business in the US and Canada on one CD-ROM. Why pay \$0.50 or more a call for directory assistance? This desktop reference tool gives you access to phone numbers in seconds, even when the operator can't help. It even dials the phone number for you!

The Most Complete Directory Assistance Tool on CD-ROM

- ✓Compiled from 5,000 Yellow Page Directories and Hundreds of Other Information Sources.
- ✓Includes Virtually Every Business in the US and Canada.
- ✓Verified by 14 Million Phone Calls.
- ✓Search by:
 - Company Name - across the entire US and Canada or narrow the search by city, state or ZIP Code.
 - Reverse Search - by phone number.
- ✓Cut and paste records using the Windows clipboard.
- ✓It Talks - speaks and displays in English, French and Spanish.
- ✓It even dials the number for you.

Just Look at the Questions You Can Answer

- ✓How many Holiday Inns are in Minnesota?
- ✓What is the phone number for the Henry Doorly Zoo?
- ✓What business is using the (913) 791-7000?
- ✓Is there a Pizza Hut in ZIP Code 50010?

System Requirements

- Windows 3.1 or higher.
- 4 MB RAM.
- 6.5 MB available disk space.
- Double Speed CD-ROM.
- Soundblaster 2.0 or higher (optional).
- Hayes compatible modem (optional).



88 Million Households Phone Book

For more information on the 88 Million Households Phone Book, please call 800-555-5666!

The Data Source Favored by Fortune 500 Companies

The ultimate CD-ROM for your PC ... virtually every listed residential phone number in the US. Stop wasting time and money on Directory Assistance. This desktop reference tool gives you access to the phone numbers you need in seconds, at a fraction of the cost!

The information comes from Metromail, the nations premier supplier of consumer information. It is compiled from the nations telephone directories, as well as other public sources. Directory assistance files from telephone companies are also used to ensure that the information is as current as possible. Internal tests have shown the data to be 97% accurate, when measured against the White Pages and Phone Company Directory Assistance. The result is a directory with an accuracy rate that is far higher than any other CD-ROM phone book. Not only will you save on directory assistance charges, you'll have capabilities the operator simply can't provide.

The Most Complete Directory Assistance Tool Available on CD-ROM

- ✓Compiled from the Nations Telephone Directories and Other Public Information Sources.
- ✓Includes Virtually Every Listed Residential Number in the US
- ✓Enhanced by Phone Company Directory Assistance Files.
- ✓Search by:
 - Name - by City, State or ZIP Code.
 - Reverse Search - by phone number.
- ✓Cut and paste records using the Windows clipboard.
- ✓It Talks - speaks and displays in English, French and Spanish.
- ✓It even dials the number for you.

Just Look at What You Can Do

- ✓Find phone numbers of long lost friends or relatives.
- ✓Get information to plan an overdue reunion.
- ✓Locate people who owe you money!
- ✓Verify numbers on your phone bill.
- ✓Update phone numbers for your Rolodex.

System Requirements

- Windows 3.1 or higher.
- 4 MB RAM.
- 6.5 MB available disk space.
- Double Speed CD-ROM.
- Soundblaster 2.0 or higher (optional).
- Hayes compatible modem (optional).



9-Digit ZIP Code Directory

For more information on the 9-Digit ZIP Code Directory, please call 800-555-5666!

The Most Complete 9-Digit ZIP Code Directory Available

Its a CD-ROM directory with virtually every 9-Digit ZIP Code in the US -- thats more than 25 million. You no longer need a room full of bulky print directories or dozens of diskettes to locate the information you need. The data comes from American Business Information, Inc., the nations leading compiler of business information, in conjunction with the US Postal Service.

The Most Complete ZIP Code Directory Available on CD-ROM

- ✓Information Provided by American Business Information.
- ✓Includes Virtually Every 9-Digit ZIP Code in the US - Over 25 Million.
- ✓Search by:
 - Address - full or partial address and find the 9 Digit Zip Code.
 - City & State - get the 5-Digit ZIP Code.
 - ZIP Code - find the city name.
- ✓Cut and paste records using the Windows clipboard.

Just Look at the Questions You Can Answer

- ✓What is the ZIP Code of 205 Main Street in Ames, Iowa?
- ✓Is 80521 a valid ZIP Code for Fort Collins, Colorado?
- ✓How many 5-Digit ZIP Codes are in Bridgeport, Connecticut?
- ✓What is the ZIP Code for Hope, Arkansas?
- ✓The uses go on and on.

System Requirements

- Windows 3.1 or higher.
- 4 MB RAM.
- 4.5 MB available disk space.
- Double Speed CD-ROM.



Health & Medical Industry Directory

For more information on the Health & Medical Industry Directory, please call 800-555-5666!

The Most Complete Health Industry Directory Available

Its a CD-ROM directory for health and medical industry related businesses in the US and Canada. Thats over 1.1 million businesses! The data on this disc is provided by American Business Information, Inc., the nations leading compiler of business information. You can choose from more than 60 different health related headings to pinpoint your search! It's the ultimate tool for locating any Health or Medical related business in the United States or Canada.

Use the 1.1 Million Health and Medical Industry Reference Directory to Access:

58,000 Pharmacies	439,000 Physicians
18,000 Physical Therapists	36,000 Optometrists
17,000 Retirement Homes	171,000 Dentists
12,000 Health Clubs	42,000 Psychologists
281,000 Additional Listings	26,000 Psychotherapists

Just Look At What You Can Do

- ✓Find a plastic surgeon in Beverly Hills.
- ✓Locate a supplier of Hospital Equipment & Supplies.
- ✓Find a Health Club in Phoenix.
- ✓The uses go on and on!

System Requirements

Windows 3.1 or higher.
4 MB RAM.
4 MB available disk space.
Double Speed CD-ROM.



800 Number Directory

For more information on the 800 Number Directory, please call 800-555-5666!

The Most Complete 800 Number Directory Available

The 800 Number Directory contains virtually every national AT&T toll-free telephone number in the United States. This incredible software optionally talks and can even dial numbers for you.

The 800 Number Directory is a productivity tool - saving you time in locating the information you need. It will save you on Directory Assistance charges - and it lets you find phone numbers when the operator can't help. Even if you don't know where a business is located, you can find it with the 800 Number Directory.

The Most Complete 800 Number Directory on CD-ROM



Information Provided by AT&T's Toll-Free 800 Number Directory.

- ✓ Virtually Every National AT&T 800 Number in the US
- ✓ Search by:
 - Company Name - across the entire US or narrow the search by city or state.
 - Reverse Search - by phone number.
- ✓ It Talks - and even dials the number for you.

Just Look At What You Can Find

- ✓ Reservation numbers for your favorite hotels and resorts.
- ✓ The toll-free number for Nordic Track.
- ✓ Northwest Banks 800 number while you are out-of-town.
- ✓ Toll-free numbers for vendors and suppliers.
- ✓ The uses go on and on.

System Requirements

- Windows 3.1 or higher.
- 4 MB RAM.
- 4 MB available disk space.
- Double Speed CD-ROM.
- Soundblaster 2.0 or higher (optional).
- Hayes compatible modem (optional).



2 Million Canadian Businesses Phone Book

For more information on the 2 Million Canadian Businesses Phone Book, please call 800-555-5666!

The Database Favored by Canadian Businesses

It's an electronic phone book with virtually every business in Canada on one CD-ROM. Why pay \$0.50 or more a call for directory assistance? This desktop reference tool gives you access to phone numbers in seconds, even when the operator cannot help. It even dials the phone number for you!

The information comes from Canadian Business Information's exclusive database which is compiled from the Nation's Telephone Directories and hundreds of other sources. Over **2 million phone calls** are made each year to ensure the accuracy of the database. The result is the most complete Canadian CD-ROM Phone Directory available today!

The Most Comprehensive and Accurate Directory Assistance Tool on CD-ROM

- ✓Compiled from Telephone Directories and Hundreds of Other Information Sources.
- ✓Includes Virtually Every Business in Canada.
- ✓Verified by 2 Million Phone Calls.
- ✓Search by:
 - Company Name - across Canada or narrow the search to City, Province or Postal Code.
 - Reverse Search - by phone number.
- ✓It Talks - speaks and displays in French, English and Spanish.

Just Look at the Questions You Can Answer

- ✓How many Hart Department Stores are in Ontario?
- ✓What is the phone number for the Toronto Sky Dome?
- ✓What business is using the number (416) 123-4321?
- ✓What is the number of the Tourism Department in British Columbia?

System Requirements

- Windows 3.1 or higher.
- 4 MB RAM.
- 6.5 MB available disk space.
- Double Speed CD-ROM.
- Soundblaster 2.0 or higher (optional).
- Hayes compatible modem (optional).



88 Million Households Phone Book Deluxe

For more information on the 88 Million Households Phone Book Deluxe, please call 800-555-5666!

The Most Complete Consumer Mailing, Marketing and Telephone Information Available

American Business Information, Inc. is the premier compiler of business information. For our residential information we turned to Metromail, the nations leading consumer information company. Metromail compiles and maintains a comprehensive national database of residential information for over ninety percent of US Households. The database is derived primarily from the nations thousands of White Page Directories and directory assistance files from the major telephone companies.

Its estimated that 20% of the population moves each year. This makes it crucial that information be checked and rechecked. The data base is verified and updated by a host of public information sources, and includes United States Census Bureau data. Each record is touched electronically up to 65 times a year. This produces the most up-to-date consumer data available on CD-ROM.

The Only CD-ROM Directory That Lets You Slice & Dice by Median Home Value or Length of Residence

Just think of all the possibilities. Its ideal for Financial Advisors, Insurance Agents, Genealogists, Home Service Companies, Reunion Planners, Dentists, Lawn and Landscape Companies, Retailers, Entrepreneurs, Restaurants, Realtors, Home Businesses, Fund Raisers, Schools and Churches. The list goes on and on!

The Most Complete Mailing, Marketing and Telephone Information Available on CD-ROM

- ✓Includes Information on 88 Million Households.
- ✓Virtually Every Listed Residential Phone Number in the US
- ✓Compiled from the Nations Telephone Directories and Other Public Information Sources.
- ✓Supplemented by Telephone Company Directory Assistance.
- ✓Includes Printing and Downloading Options.
- ✓Search by:
 - Name.
 - Length of Residence.
 - Median Home Value.
 - ZIP Code.
 - City, State or Nationwide.
- ✓Map your search results on screen.
- ✓Cut and paste records using the Windows clipboard.
- ✓It Talks.
- ✓It even dials the number for you.

The Ultimate Reference Tool for

Business Owners - looking for new customers.

Sales People - searching for ways to target and identify new prospects.

Fund Raisers - seeking potential donors.

Planning **family reunions** and looking up old friends.
Anyone needing to update their **address book**.

System Requirements

Windows 3.1 or higher.

4 MB RAM.

6 MB available disk space.

Double Speed CD-ROM.

Soundblaster 2.0 or higher (optional).

Hayes compatible modem (optional).



Business America -- on CD-ROM

For more information on Business America on CD-ROM, please call 800-624-0076.

Creating the Ultimate Business Information Database

The Starting Point

The information comes from American Business Information's exclusive database, which is compiled from more than 5,000 Yellow Page Directories and hundreds of other sources.

Verification

Over 16 million phone calls are made each year to ensure the completeness of the database. The result is the most complete CD-ROM Phone Directory available today!

Credit Rating Code

The American Business Information Credit Code scoring algorithm has been derived from American Business Information, Inc.'s extensive company specific demographic data, credit management experience and sophisticated statistical models.

The Final Product

The end result is a database of unparalleled coverage and accuracy that allows you to effectively target your marketing efforts and maximize profits. No other resource can match the breadth and depth of our database, covering more than 10 million publicly and privately owned companies throughout the US.

The Most Complete Mailing, Marketing and Telephone Information Available on CD-ROM

- ✓ Includes Virtually Every US Business -- over 10 Million Listings.
- ✓ Compiled from 5,000 Yellow Page Directories and Hundreds of Other Information Sources.
- ✓ Verified by 14 Million Phone Calls.
- ✓ More than 7,500 Yellow Page Search Categories.
- ✓ Includes Printing and Downloading Options.
- ✓ Search by:
 - Yellow Page Heading.
 - Business Sales Volume.
 - Number of Employees.
 - Standard Industry Classification, (SIC Code).
 - Company Name - across the US or by City, State or ZIP Code.

The Ultimate Reference Directory For

Market & Sales Planning - develop more effective sales and marketing strategies.

Sales Territory Assignment - determine the size of potential markets and deploy your sales force more effectively.

Market Research - determine what types of industries to sell to, and what geographic markets to target.

Lead Generation - identify high-potential prospects and provide timely information to your sales force and distributors.

Direct Mail - target exactly the right markets and make your mailings more responsive with key decision makers names.

Telemarketing - after identifying the right prospects to call, our software will even dial for you.

Business Profiles - get in-depth profiles of individual businesses, even if you don't know where they're located.

Credit Information - now you can have Credit Rating Codes at your fingertips to help

you make better decisions.

System Requirements

Windows 3.1 or higher.

4 MB RAM.

8.5 MB available disk space.

Double Speed CD-ROM.

Hayes compatible modem (optional).



575,000 Physicians & Surgeons

For more information on the Physicians & Surgeons CD-ROM, please call 800-624-0076!

The Most Powerful Medical Marketing Tool Ever Developed

The health and medical industry is the single biggest market in the US. It is also the most competitive. To be a successful competitor in this rewarding market, you need the right tools. American Medical Information, Inc., a division of American Business Information, Inc. has put together this extensive database of industry professionals.

Extensive Features

- ✓Includes Virtually Every Medical Professional in the US
- ✓Verified Records.
- ✓More than 105 Specialties.
- ✓Includes Printing and Downloading Options.
- ✓Search by:
 - Medical School.
 - CME Participation.
 - Gender.
 - Age.
 - Year of Graduation.
 - Across the US or by City, State or ZIP Code.
 - Physician or office name.

This CD-ROM is Ideal for

- ✓Market Research.
- ✓Supplying Sales Leads.
- ✓Announcing New Products.
- ✓Continuing Medical Education Planning.
- ✓Direct Mail Campaigns.
- ✓Instant Statistics for Reports, Charts or Maps.
- ✓Creating Demographic Niche Files.

System Requirements

- Windows 3.1 or higher.
- 4 MB RAM.
- 6 MB available disk space.
- Double Speed CD-ROM.



1.4 Million Female Executives & Business Owners

For more information on the Female Executives CD-ROM, please call 800-624-0076!

A Powerful Marketing Tool

Whether you are selling insurance, stocks, luxury car leases, or upscale consumer products, this CD-ROM is your perfect ally. This powerful gender specific database is ideal for targeting those female executives and business owners who have tremendous influence and buying power. Their need for office products, travel services, personal service and high ticket gifts make them the perfect prospects for anything from computer software to health spas.

Extensive Features

- ✓ Verified Records.
- ✓ Includes Printing and Downloading Options.
- ✓ New Software Tab Controls.
- ✓ Search by:
 - Yellow Page Heading.
 - Standard Industry Classification, (SIC Code).
 - Company or executives name - across the US or by City, State or ZIP Code.
 - Business Size - number of employees and sales volume.

This CD-ROM is Ideal for

- ✓ Market Research.
- ✓ Supplying Sales Leads.
- ✓ Announcing New Products.
- ✓ Direct Mail Campaigns.
- ✓ Instant Statistics for Reports, Charts or Maps.
- ✓ Creating Demographic Niche Files.

System Requirements

- Windows 3.1 or higher.
- 4 MB RAM.
- 6 MB available disk space.
- Double Speed CD-ROM.
- Hayes compatible modem (optional).



4.5 Million Small Business Owners

For more information on the Small Business Owners CD-ROM, please call 800-624-0076!

A Powerful Marketing Tool

The number of small businesses in the US is increasing. They are an important part of the economy and represent a sizable market. With this CD-ROM, you will be able to market to small businesses with ease.

Extensive Features

- ✓Verified Records.
- ✓Includes Printing and Downloading Options.
- ✓New Software Tab Controls.
- ✓Search by:
 - Yellow Page Heading.
 - Standard Industry Classification, (SIC Code).
 - Company Name - across the US or by City, State or ZIP Code.

This CD-ROM is Ideal for

- ✓Market Research.
- ✓Supplying Sales Leads.
- ✓Announcing New Products.
- ✓Direct Mail Campaigns.
- ✓Instant Statistics for Reports, Charts or Maps.
- ✓Creating Demographic Niche Files.

System Requirements

- Windows 3.1 or higher.
- 4 MB RAM.
- 6 MB available disk space.
- Double Speed CD-ROM.
- Hayes compatible modem (optional).



1.5 Million Professionals

For more information on the 1.5 Million Professionals CD-ROM, please call 800-624-0076!

A Powerful Marketing Tool

Whether you are selling insurance, stocks, luxury car leases, or upscale consumer products, this CD-ROM is your perfect ally. This powerful database is ideal for targeting those executives and business owners who have tremendous influence and buying power. Their need for office products, travel services, personal service and high ticket gifts make them the perfect prospects for anything from computer software to health spas.

Extensive Features

- ✓ Verified Records.
- ✓ Includes Printing and Downloading Options.
- ✓ New Software Tab Controls.
- ✓ Search by:
 - Profession.
 - Professionals name.
 - Company Name - across the US or by City, State or ZIP Code.

This CD-ROM is Ideal for

- ✓ Market Research.
- ✓ Supplying Sales Leads.
- ✓ Announcing New Products.
- ✓ Direct Mail Campaigns.
- ✓ Instant Statistics for Reports, Charts or Maps.
- ✓ Creating Demographic Niche Files.

System Requirements

Windows 3.1 or higher
4 MB RAM
6 MB available disk space
Double Speed CD-ROM
Hayes compatible modem (optional)



Business Credit Reference Directory -- on CD-ROM

For more information on the Business Credit Reference Directory, please call 402-593-4600.

The Most Complete Business Credit Reference Tool on CD-ROM

American Business Information, Inc.'s credit rating codes are derived from a sophisticated multivariate computer model which considers factors such as Number of Employees, Years in Business, Industry Trends by SIC Code, and other factors. The resulting codes are practical, statistically-valid indicators of probable credit worthiness.

Its a CD-ROM Directory for Credit Rating Information on over 10 million US businesses. This powerful desktop tool will give you access by Company Name, Phone Number Standard Industry Classification Codes, and Geographic search criteria. And each business profile provides in-depth information such as Number of Employees, Sales Volume, Lines of Business, Corporate Linkage, Credit Rating Code and a lot more.

Just Look At What You Can Do

- ✓Pre-qualifying prospective customers.
- ✓Improving efficiency in making low-risk trade credit decisions.
- ✓Making your client acquisition strategy more productive.
- ✓Analyzing your competition.

System Requirements

- Windows 3.1 or higher.
- 5 MB RAM.
- 6.5 MB available disk space.
- Double Speed CD-ROM.
- Hayes compatible modem (optional).

Limitations of Credit Ratings

Assigning credit ratings to businesses is not an exact science. Even though we use the most sophisticated models and computer programs to predict the credit worthiness of a business, it is still not fool-proof. American Business Information, Inc. cannot assume liability for the accuracy of the Credit Rating Codes, or the information on which they are based. We will not be responsible for any losses incurred as a result of the information provided. These codes should only be used for small trade credit decisions and should not be the sole criteria to restrict, deny or grant credit. If loss of revenue from granting credit would be detrimental to your business, we suggest that you do not extend credit.



American Manufacturers Directory on CD-ROM

For more information on the American Manufacturers Directory, please call 800-593-4600.

Includes over 120,000 manufacturers with 25 or more employees. It is sequenced alphabetically by Company Name, by City, and by SIC Code.

This Directory Contains:

- ✓Company Name.
- ✓Mailing Address & Telephone Number.
- ✓Number of Employees.
- ✓Sales Volume.
- ✓Key Contact Name and Title.
- ✓Primary Type of Business.
- ✓Secondary Types of Business.
- ✓Credit Rating Code.

System Requirements

- Windows 3.1 or higher.
- 5 MB RAM.
- 6.5 MB available disk space.
- Double Speed CD-ROM.
- Hayes compatible modem (optional).



American Big Businesses Directory on CD-ROM

For more information on the American Big Businesses Directory, please call 800-593-4600.

Includes over 140,000 top US Corporations with 100 or more employees. It is sequenced alphabetically by Company Name, by City, and by SIC Code. The Big Businesses Directory lists 277,000 top executives and directors.

This Directory Contains:

- ✓Company Name.
- ✓Mailing Address & Telephone Number.
- ✓Number of Employees.
- ✓Sales Volume.
- ✓Key Contact Name and Title.
- ✓Primary Type of Business.
- ✓Secondary Types of Business.
- ✓Headquarters/Branch Identifiers.
- ✓Stock Exchange and Ticker Symbol for public companies.
- ✓Credit Rating Code.

System Requirements

- Windows 3.1 or higher.
- 5 MB RAM.
- 6.5 MB available disk space.
- Double Speed CD-ROM.
- Hayes compatible modem (optional).



Strategic Mapping Incorporated

SMI is the only company that develops both mapping technology and information products. SMIs wide range of software applications integrate market data to provide customers the fastest, most accurate method to conduct targeting, micro-marketing, site selection, territory design and distribution planning. SMI also provides developers a line of embeddable mapping tools and objects that support industry standard tools for rapid deployment and easy application maintenance.

SMIs products are used worldwide by over 50,000 customers, including more than half of the Fortune 500, in a variety of industries. Additionally, SMI technology is embedded into applications and systems by companies including American Business Information, Inc., SunSoft, IBM and Lotus.

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American Business Information, Inc. has been compiling business information since 1972. Our database is the most comprehensive and accurate available today. Primary sources for our data include Yellow Pages, Business White Pages, Annual Reports, 10Ks and other SEC information. We also use Federal, State and Municipal Government Data, Business Magazines, Professional Directories, Medical Association Publications, Trade Magazines, Newsletters, Postal Service Information and more.

In addition, over 14 million phone calls are made each year to ensure the accuracy of the database. The result is the most complete business information available. From mailing labels to market research, more than 500,000 customers depend on us for their information needs.

We offer a wide range of marketing and reference services based on our business and consumer databases. Stop wasting time searching for leads. Review these products and find one that will enable you to start selling your products and services.



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