

## The definitive... AUSTRALIAN RESIDENTIAL DIRECTORY 2016

For the first time ever, Accountable List Brokers can provide this data for Mailing, **Emailing** & Telemarketing Campaigns. In a nutshell – this database covers over 13.6 million records of Residential Names, Addresses & Phone Numbers...with 3.2 million Mobiles and **1.6 Million Emails**....Nationally.

*This is updated an average of 2,700 times a day, validated against the Do Not Call continually and is all Personalised (with a contact name or Initial) plus Title, for personalised mail merge.*

The sheer volume of this information only enhances other sources, such as Survey Data...most people do not fill out Household Surveys and for those that do, the information they provide as to their likes/dislikes/intentions must be recently collected...so to complement the limited numbers, this Residential Database can greatly enhance your Campaign....and unlike many others, has Email and Phone Numbers on many records.

### At a Glance

...Over 13.6 million Australian data records on File & updated like no other Commercial database

...Advanced search features for data matching to your File via DPID incl. CCD selection for major orders and geo-demographic modeling available (i.e. Income Level, Lifestyle, Family Income) unique selection of ethnic background, age range, homeownership and length of same, email and 6.3 million plus with actual Date of Birth.

### SELECTIONS

<b>Multiple Selections</b>	<b>Home Owner - Yes or No</b>
<b>One Contact per Household</b>	<b>Property Types</b>
<b>Contact - Email, Postal, Mobile, Landline</b>	<b>Length in Home</b>
<b>Ages</b>	<b>Property... Rental...</b>
<b>Title - Mr/Mrs/Miss/Ms/Doctor</b>	<b>Property... Last seen for Rental</b>
<b>Gender - Male or Female</b>	<b>Property... For Sale...</b>
<b>Region... Postcodes, State</b>	<b>Property... Last seen for Sale...</b>
Local Govt Area	<b>Property Specifications</b>
State Electoral Division	<b>Relationship Status</b>
Commonwealth Electoral Division	<b>Wealth</b>
<b>Household Income</b>	<b>Lifestyle Groups...</b>

State	Phone	Phone Ex DNCR	Unique Address	Address Owner	Year of Birth	Age Range	Total
<b>ACT</b>	146931	60774	105268	33374	48107	97689	<b>228377</b>
<b>N/A</b>	87469	38851	14443	24	6746	13229	<b>127723</b>
<b>NSW</b>	2717674	1423589	1924336	1092297	756038	1760903	<b>4167162</b>
<b>NT</b>	74204	47277	48601	14405	3250	19655	<b>105932</b>
<b>QLD</b>	1762162	776925	1262681	682888	151103	944536	<b>2764010</b>
<b>SA</b>	637801	287318	482438	259045	55598	378655	<b>1022215</b>
<b>TAS</b>	233676	108574	174462	52423	24706	166173	<b>385181</b>
<b>VIC</b>	2128575	953030	1612973	606709	899367	1350323	<b>3291019</b>
<b>WA</b>	893422	449101	665118	349558	65871	462128	<b>1367779</b>
<b>TOTAL</b>	<b>8681914</b>	<b>4145010</b>	<b>6289590</b>	<b>3090390</b>	<b>2010660</b>	<b>5193120</b>	<b>13458960</b>

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# ACCOUNTABLE LIST BROKERS

PTY. LTD. ABN 37067 481 485

## DATA ELEMENTS/FIELDS

\*Title, First/Initial, Last, Address (House or Unit,) Suburb, State, Postcode, Phone (Landline or Mobile) Email where available and optionally fields noted on each record as above.

**RENTAL USE (one off usage)...** \$300 set up fee plus:

Volume	One Element	Two Elements	Three Elements
	Mail or Email or Tele (per 1,000)	Mail or Email & Tele (per 1,000)	Mail & Email & Tele (per 1,000)
0-2,000 (Min)	\$280	\$350	\$400
2,001-7,000	\$270	\$340	\$390
7,001-10,000	\$260	\$330	\$380
10,000-15,000	\$250	\$320	\$370
15,001-20,000	\$240	\$310	\$360
20,001-30,000	\$220	\$300	\$350
30,001-50,000	\$210	\$290	\$340
50,001-70,000	\$200	\$280	\$320
70,001+	\$180	\$270	\$310

*Plus GST. Over 100,000 special contract rate, depending on quantity.*

\*Please Note – if you call & obtain permission to call back, then only Rental use is needed.  
**MULTI-USE (12 month contracted) ... (Maximum twice a month)** \$300 set up fee plus:

Volume	Mail Only (per 1,000)	Email Only (per 1,000)	Mail & Tele (per 1,000)	Email, Mail & Tele (per 1,000)
0-2,000 (min.)	\$340	\$420	\$390	\$470
2,001-7,000	\$330	\$400	\$380	\$450
7,001-10,000	\$320	\$390	\$370	\$440
10,000-15,000	\$310	\$380	\$360	\$430
15,001-20,000	\$300	\$370	\$350	\$420
20,001-30,000	\$290	\$360	\$340	\$410
30,001-50,000	\$280	\$350	\$330	\$400
50,001-70,000	\$270	\$270	\$320	\$390
70,001+	\$260	\$260	\$310	\$380

*Plus GST. Over 100,000 special contract rate, depending on quantity.*

The Phone Numbers are already washed through the Do Not Call Register. If you are exempt from this (Charity/Research/Government Department) all Phone No's can be provided. \*There is a Minimum Order Test Quantity of 2,000 records plus \$300 set up is charged for data selection.

If you have your own database & not wish to double up on getting the same contacts, let us know **prior** to ordering data & we'll de-dupe it via DPID or Phone for \$50 set up & \$30 per 1,000 (of your database.) We can match up your file with DPID codes too for \$50 per 1000 if required and add Phone Numbers or Emails to your existing database also for a special price, dependent on quantity matched.

**Data Guarantee...** 95%+ with Mailing data and 92%+ with Email/Phone Data. \*This is based on the data being utilized within 21 days of delivery....particularly with Phone No's to comply with DNC Regulations. We may require a sample of what you are sending initially to gain List Owner approval for Privacy Purposes.

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