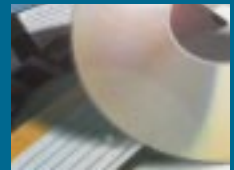


# Toronto's Information Source

since 1956



- Business Directories
- Point-and-click CD-ROMS
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- Data entry
- Complete computer and direct mail service
- Over 53,000 business listings verified throughout the year!

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## BUSINESS DIRECTORIES

Routing Services publishes four business directories in hard copy and powerful cd-rom format containing the most comprehensive and up to date business information available for the Metro and Greater Toronto area. Ideal for telemarketing, field selling, fax broadcasting, e-marketing and direct mail marketing, our directories make selling easy by detailing over 53,000 companies:

- ☛ within 49 well defined geographic marketing areas
- ☛ by street and number within each marketing area
- ☛ providing name of company, address, name & title of top executive contacts, telephone number, description of type of business, number of employees, e-mail and fax numbers.

### INDUSTRIAL DIRECTORIES

*The Ultimate Sales Tool for reaching the Industrial Marketplace!*

Provide detailed listings of over 30,000 manufacturers, wholesalers, distributors, importers & exporters, high tech companies, head offices of retail chains and "blue collar" service companies such as: Printers, Contractors, Transportation, etc., and are verified & updated continually throughout the year to help you target your market more efficiently.

1. **Metro Toronto Industrial Index** – divides Metropolitan Toronto into 29 separate marketing areas: 19 downtown sections plus Agincourt, Scarborough, West Hill, Don Mills, Willowdale, Downsview, Rexdale, Weston, Islington and Etobicoke (over 13,500 companies).
2. **Greater Toronto Industrial Directory** – lists industrial firms operating in 20 separate marketing areas: Markham, Richmond Hill, Thornhill, Concord, Maple, Woodbridge, Stouffville, Aurora, Newmarket, Mississauga (divided into 4 sections), Bramalea/Brampton, Oakville, Ajax, Bowmanville, Oshawa, Pickering and Whitby (over 17,000 companies).

### PROFESSIONAL & SERVICE DIRECTORIES

*Over 24,000 Professional and Service Firms at your finger tips!*

Provide information on over 250 different categories of professional & service firms and individuals including: Accountants, Architects, Engineers, Insurance Companies, Legal Firms & Lawyers, Consultants, Medical Doctors, Real Estate Agencies, Dentists ... to list only a few.

3. **Metro Toronto Professional & Service Directory** – divided into 29 marketing areas as described above. Including over 7,500 professional & service companies located in the heart of downtown Toronto (over 16,000 companies).
4. **Greater Toronto Professional & Service Directory** – divided into 20 marketing areas as described above. This directory represents an expanding sales market of over 8,200 companies.

### DIRECTORY PRICE LIST

**Industrial Directories** – telephone verified & updated throughout the year!

1. <b>Metro Toronto Industrial Index</b>	\$140.00	(CD-ROM - \$245.00)
2. <b>Greater Toronto Industrial Directory</b>	\$140.00	(CD-ROM - \$245.00)
Both industrial directories ordered together	\$239.00	(CD-ROM - \$395.00)

**Professional & Service Directories** – Current Edition Prices

3. Metro Toronto Professional & Service Directory	\$160.00 each	(CD-ROM - \$245.00)
4. Greater Toronto Professional & Service Directory	\$100.00 each	(CD-ROM - \$225.00)
Both Professional & Service Directories ordered together	\$235.00	(CD-ROM - \$395.00)

**ORDER ALL 4 DIRECTORIES TOGETHER – \$345.00**

**ORDER ALL 4 DIRECTORIES ON ONE CD-ROM – \$695.00**

(over 53,000 companies)

# COMPUTER SERVICE

Our computer database allows prompt access to all firms listed in our four business directories. Your company can design its own marketing strategy targeting in on firms which are ideal sales prospects for your product or service.

**STEP 1 – SELECT YOUR MARKET** from our own continuously updated database, we can select companies:

- by postal code
- by geographic area / sales territories
- by type of business (S.I.C. code)
- by size of company, contact title, business description and much more!

## STEP 2 – CHOOSING YOUR APPROACH

Having selected your market, we can produce this information in many different formats, namely:

- electronic media – easily imported into Word, Excel, Maximizer, Act!, Winfax, Telemagic, Access, WordPerfect and many more applications
- addressed pressure sensitive labels (**addressed to name & title** of Top Executive, Purchasing Agent, Sales Mgr., Personnel Mgr., etc.)
- call sheets providing detailed company profile information for each firm selected
- rolodex lead cards
- personalized letters & envelopes

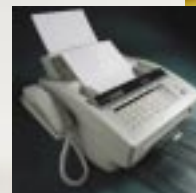
NOTE – selected firms can be sorted by the following criteria:

- alphabetically by firm name
- by geographic area and alphabetically by street and number within each geographic area
- in sequence by size of firm and/or type of business
- by postal code (this sort is necessary if you wish to take advantage of Canada Post LCP and NDG rates)

**STEP 3 – CALL US!** Our experienced staff will answer any of your marketing questions and we will provide a **free quotation** for any of your marketing needs.

## COMPUTER PRICE LIST

<b>ELECTRONIC MEDIA</b>	Easily imported into Word, Excel, Maximizer, Act!, Winfax, Telemagic, Access, WordPerfect, and many more applications	as low as 2c per name
<b>LABELS</b>	Pressure sensitive labels addressed to the name & title of contact, company name and complete address	9.9c per name
<b>COMPUTER PRINTOUTS</b>	Label information plus phone no., fax no., description of business & number of employees	
	(ordered with labels)	5c per name
	(ordered alone)	9.9c per name
<b>ROLODEX LEAD CARDS</b>	Name & title of top executive, company name and address, phone no., fax no., description of business and number of employees	13c per name
<b>PERSONALIZED LETTERS</b>	start at -	9.9c per letter
<b>PERSONALIZED ENVELOPES</b>	start at -	9.9c per envelope
<b>DISK CONVERSIONS</b>		call for free quotation
<b>DATA ENTRY &amp; DATABASE MANAGEMENT</b>		call for free quotation
<b>MINIMUM ORDER CHARGE</b>		\$99.00



*Routing Services can meet all of your marketing needs with our computer and direct mail service.*

**ROUTING**  
SERVICES



*Routing Services will handle your entire direct mail campaign at a cost that will save you time and money!*

## E X A M P L E 1

**A standard size envelope, with a letter to your customer base**

**1,000 envelopes**

### ROUTING SERVICES COST BREAKDOWN

1,000 standard size envelopes affixed with labels (@ 30 per 1,000)	\$30.00
1,000 standard size envelopes enclosed with letter (@ 30 per 1,000)	\$30.00
1,000 standard size envelopes sealed & metered (@ 35 per 1,000)	\$35.00
1,000 standard size envelopes prepared as per Canada Post requirements (@ 30 per 1,000)	\$30.00
	<hr/>
	\$125.00
Delivery to postal terminal	\$ 15.00
Postage: 1,000 standard size envelopes under 50g. (@ \$0.37* each)	\$370.00
	<hr/>
	\$510.00
	\$66.30
	<hr/>
	<b>\$576.30</b>

\*Based on LCP Canada Post rates / Subject to change.

H.S.T.

### SAVINGS SUMMARY

First Class Postage only – 1,000 standard size envelopes weighing under 30g. \$0.57 each or \$570.00 + H.S.T.= **\$644.10**

Routing Services cost including postage, labour, H.S.T., etc. \$0.51 each or \$510.00 + H.S.T.= **\$576.30**

**We do all the work and you save \$67.80 per thousand envelopes over first class rates!**

## E X A M P L E 2

**A non standard size envelope with a catalogue to your customer base**

**Volume: 1,000 envelopes**

### ROUTING SERVICES COST BREAKDOWN

1,000 non standard size envelopes affixed with labels (@ 40 per 1,000)	\$40.00
1,000 non standard size envelopes enclosed with catalogue (@ 40 per 1,000)	\$40.00
1,000 non standard size envelopes sealed & metered (@ 40 per 1,000)	\$40.00
1,000 non standard size envelopes prepared as per Canada Post requirements (@ 40 per 1,000)	\$ 40.00
	<hr/>
	\$160.00
Delivery to postal terminal	\$30.00
Postage: 1,000 non standard size envelopes under 50g. (@ \$0.47* each)	\$470.00
	<hr/>
	\$660.00
	\$85.80
	<hr/>
	<b>\$745.80</b>

\*Based on LCP Canada Post rates / Subject to change.

H.S.T.

### SAVINGS SUMMARY

First Class Postage only – 1,000 non standard size envelopes weighing under 50g. \$1.22 each or \$1,220.00 + H.S.T.= **\$1,378.60**

Routing Services cost including postage, labour, G.S.T., etc. \$0.66 each or \$660.00 + H.S.T.= **\$745.80**

**We do the work and you save \$632.80 per thousand envelopes over first class rates!**