

## Canadian Book Resellers File (NCM™)

**Total Records** **2,618**

### File Description

The Canadian Bookstore file has the most accurate and up-to-date information for direct marketing professionals. Some of the selects available are ... Job Title, Type of Bookstore and Sales Range.

### Number of Bookstores by Type:

AB - Academic	215	CBS - Speciality Chain	78
ABC - Community College	195	CBD - Department Store Chain	70
IB - General Independent	798	CBNR - Non-Traditional Chain	7
IBR - Religious Independent	288	CBHQ - Chain Head Office	87
IBS - Speciality Independent	499	NR - Non Traditional Seller	284
IBM - Museum/Gallery	56	UB - Used/Antiquarian	433
CB - Chain	822	WH - Wholesaler	230
CBR - Religious Chain	67		

### Number of Bookstore by Sales Size:

S-Small (\$0-\$49,999)	615
M-Medium (\$50,000-\$249,999)	2,055
L-Large (\$250,000-\$1,000,000)	965
X-Very Large (\$1,000 000 +)	570

## NCM List Services Division

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### Source Compiled

CANADIAN BOOK RESELLERS  
ADDRESSABLE MATERIAL

### Selection Charges:

	Cdn.
Prov/FSA	\$10.00/M
Job Title	\$10.00/M
Store Type	\$10.00/M
Sales Range	\$10.00/M
Phone	\$20.00/M
Phone Base	\$180.00/M
Fax	\$20.00/M
Fax Base	\$180.00/M
Gender Select	\$10.00/M
Key Code	\$5.00/M
Nth Select	\$5.00/M
Split Fee	\$10.00/M
Processing/Delivery	\$50.00/F

### File Updates

Quarterly

### Pricing

Cdn. Base Price \$180.00/M  
Minimum Order 2,500 records  
Shipping & Custom charges to be paid by list user.

### Ordering Instruction

Email/Fax Order with Sample Mail Piece  
Brokers Commission: 20%

### Liability

NCM Software Development Inc.'s liability is limited to only the amount received from the list rental order.

### Guarantee

NCM prides itself in providing the most detailed and accurate employee contact information on the market. NCM will also match and better any competitors quote.