

D2 Business Data File Structure

Address Information

Filed Name	Data Type	Size	Field Description
Auto Number URN	Number (Long)	4	Unique Reference
Establishment Name	Text	255	Address Field
Address 1	Text	50	Address Field
Address 2	Text	50	Address Field
Address 3	Text	50	Address Field
Town	Text	50	Address Field (always UPPER cased)
County	Text	50	Address Field
Postcode	Text	50	Address Field (always UPPER cased)
Postcode Short	Text	50	First part of Postcode – e.g. ME8
PCode	Text	50	Postcode Area – e.g. ME
Region	Text	50	Geographic – e.g. South East
Telephone	Text	255	STD & Number
Facsimile	Text	50	STD & Number
Business Activity Description	Text	50	e.g. Advertising Agencies

Contacts

Filed Name	Data Type	Size	Field Description
Title	Text	50	Contact Data
Initials	Text	255	Contact Data
Surname	Text	255	Contact Data
Job Title	Text	255	Contact Data
Salutation	Text	255	Contact Data

Selection Profiles

Filed Name	Data Type	Size	Field Description
Turnover	Text	50	15 bands
Trading History	Text	50	6 bands
Site Descriptor	Text	50	e.g. Office
Business Activity	Text	50	e.g. Advertising Agencies
Sector ID	Text	50	e.g. AP
Sub Sector ID	Text	255	e.g. AP01
Sector Description	Text	255	e.g. Advertising, Media, Promotion, Publishing
92 SIC Code	Text	50	e.g. 7440
92 SIC Description	Text	255	e.g. Advertising

Data Output & File Formats

- Record sets are available in your choice of either 'relational' or 'flat' tables.
- Data can be supplied as a DBF file, MS Excel file, an MS Access Database or as a simple ASCII Text or CSV file.
- Physical data exports are supplied on CD, or, dependent of file size, can be sent as an attachment to an email.
- All data and export media is Virus checked before being supply to end-users.
- Data files are seeded to detect unauthorised usage.
- Usage monitoring is conducted by an Independent third party contracted to D2.
- Data samples are available on request.

Preference File Screening

Please note that data sets are not automatically supplied pre-screened against Preference Files. It is the end users responsibility to ensure that data files are maintained and suppressed against the Mailing, Telephone and Fax Preference files. Direct 2 Communications can provide screening services to clients on request.