

New Business SOE -- 1770/151 Deluxe Magnetic Media Layout

#	Std	Field Name	Field Description	Length	Start	End
1		CONTACTMRG	FRSTNM/LASTNM/PROTTL or TTL ADDR	30	1	30
2	*	CONAME	COMPANY NAME	30	31	60
3	*	PRMADDR	PRIMARY ADDRESS	30	61	90
4	*	PRMCITY	PRIMARY CITY NAME	16	91	106
5	*	PRMSTATE	PRIMARY STATE ABBREVIATION	2	107	108
6	*	PRMZIP	PRIMARY ZIP CODE	5	109	113
7	*	PRMZIP4	PRIMARY ZIP+4 CODE	4	114	117
8	*	PRMZIPMRG	PRIMARY ZIP CODE/ZIP+4 (xxxxx-xxxx)	10	118	127
9	*	PRMCRC	PRIMARY CARRIER ROUTE CODE	4	128	131
10	*	PRMSTCD	PRIMARY STATE CODE	2	132	133
11	*	CNTYCD	COUNTY CODE	3	134	136
12		CNTYDS	COUNTY DESCRIPTION	14	137	150
13	*	MSACD	MSA CODE	4	151	154
14		MSADS	MSA DESCRIPTION	30	155	184
15		CENRCT	CENSUS TRACT	6	185	190
16		BLOCKGRP	BLOCK GROUP	1	191	191
17		LATITUDE	LATITUDE	10	192	201
18		LONGITUDE	LONGITUDE	11	202	212
19		MATCHCD	MATCH CODE	1	213	213
20		SECADDR	SECONDARY ADDRESS	30	214	243
21		SECCITY	SECONDARY CITY NAME	16	244	259
22		SECSTATE	SECONDARY STATE ABBREVIATION	2	260	261
23		SECSTCD	SECONDARY STATE CODE	2	262	263
24		SECZIP	SECONDARY ZIP CODE	5	264	268
25		SECZIP4	SECONDARY ZIP+4 CODE	4	269	272
26		SECZIPMRG	SECONDARY ZIP CODE/ZIP+4 (xxxxx-xxxx)	10	273	282
27		SECCRC	SECONDARY CARRIER ROUTE CODE	4	283	286
28		PHONENUM	TELEPHONE NUMBER	12	287	298
29		FAXNUM	FAX NUMBER	12	299	310
30		TOLLFRNUM	TOLL-FREE NUMBER	12	311	322
31		WEBADDR	WEB ADDRESS (URL)	40	323	362
32	*	SELSICCD	SELECTED SIC CODE	6	363	368
33		SELSICDS	SELECTED SIC DESCRIPTION	45	369	413
34	*	FRNCD1	FRANCHISE/SPECIALTY CODE 1	1	414	414
35		FRNDS1	FRANCHISE/SPECIALTY DESCRIPTION 1	40	415	454
36	*	FRNCD2	FRANCHISE/SPECIALTY CODE 2	1	455	455
37		FRNDS2	FRANCHISE/SPECIALTY DESCRIPTION 2	40	456	495
38	*	FRNCD3	FRANCHISE/SPECIALTY CODE 3	1	496	496
39		FRNDS3	FRANCHISE/SPECIALTY DESCRIPTION 3	40	497	536
40	*	FRNCD4	FRANCHISE/SPECIALTY CODE 4	1	537	537
41		FRNDS4	FRANCHISE/SPECIALTY DESCRIPTION 4	40	538	577
42	*	FRNCD5	FRANCHISE/SPECIALTY CODE 5	1	578	578
43		FRNDS5	FRANCHISE/SPECIALTY DESCRIPTION 5	40	579	618
44	*	FRNCD6	FRANCHISE/SPECIALTY CODE 6	1	619	619
45		FRNDS6	FRANCHISE/SPECIALTY DESCRIPTION 6	40	620	659
46		TRUFRNFLG	TRUE FRANCHISE INDICATOR	1	660	660
47	*	INDSPCCD	INDUSTRY-SPECIFIC CODE	1	661	661
48		INDSPCDS	INDUSTRY-SPECIFIC DESCRIPTION	40	662	701
49	*	PRMSICCD	PRIMARY SIC CODE	6	702	707
50		PRMSICDS	PRIMARY SIC DESCRIPTION	45	708	752
51		SECSICCD1	SECONDARY SIC CODE 1	6	753	758
52		SECSICDS1	SECONDARY SIC DESCRIPTION 1	45	759	803
53		SECSICCD2	SECONDARY SIC CODE 2	6	804	809

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#	Std	Field Name	Field Description	Length	Start	End
54		SECSICDS2	SECONDARY SIC DESCRIPTION 2	45	810	854
55		SECSICCD3	SECONDARY SIC CODE 3	6	855	860
56		SECSICDS3	SECONDARY SIC DESCRIPTION 3	45	861	905
57		SECSICCD4	SECONDARY SIC CODE 4	6	906	911
58		SECSICDS4	SECONDARY SIC DESCRIPTION 4	45	912	956
59		NAICSCD	NAICS CODE	8	957	964
60		NAICSDS	NAICS DESCRIPTION	50	965	1014
61		LEMPSZCD	LOCATION EMPLOYMENT SIZE CODE	1	1015	1015
62		LEMPSZDS	LOCATION EMPLOYMENT SIZE DESCRIPTION	9	1016	1024
63		ALEMPSZ	ACTUAL LOCATION EMPLOYMENT SIZE	5	1025	1029
64		CEMPSZCD	CORPORATE EMPLOYMENT SIZE CODE	1	1030	1030
65		CEMPSZDS	CORPORATE EMPLOYMENT SIZE DESCRIPTION	9	1031	1039
66		ACEMPSZ	ACTUAL CORPORATE EMPLOYMENT SIZE	6	1040	1045
67		MODESFLG	MODELED EMPLOYMENT SIZE INDICATOR	1	1046	1046
68		LSALVOLCD	LOCATION SALES VOLUME CODE	1	1047	1047
69		LSALVOLD	LOCATION SALES VOLUME DESCRIPTION	18	1048	1065
70		ALSLSVOL	ACTUAL LOCATION SALES VOLUME	9	1066	1074
71		CSALVOLCD	CORPORATE SALES VOLUME CODE	1	1075	1075
72		CSALVOLD	CORPORATE SALES VOLUME DESCRIPTION	18	1076	1093
73		ACSLSVOL	ACTUAL CORPORATE SALES VOLUME	9	1094	1102
74		ASSETSFLG	ASSET SIZE INDICATOR	1	1103	1103
75		LASTNM	CONTACT LAST NAME	14	1104	1117
76		FRSTNM	CONTACT FIRST NAME	11	1118	1128
77		SALUTE	CONTACT SALUTATION	2	1129	1130
78		GENDCD	CONTACT GENDER CODE	1	1131	1131
79		PROTTL	CONTACT PROFESSIONAL TITLE CODE	3	1132	1134
80		TTLCD	CONTACT TITLE CODE	1	1135	1135
81		TTLDS	CONTACT TITLE DESCRIPTION	18	1136	1153
82		ETHNICCD	CONTACT ETHNICITY CODE	1	1154	1154
83		ETHNICDS	CONTACT ETHNICITY DESCRIPTION	23	1155	1177
84		KEYCD	KEY CODE	20	1178	1197
85		TTLADDR	TITLE ADDRESS	30	1198	1227
86	*	ABINUM	ABI NUMBER	9	1228	1236
87		SUBNUM	SUBSIDIARY NUMBER	9	1237	1245
88		ULTNUM	ULTIMATE PARENT NUMBER	9	1246	1254
89		SITENUM	SITE NUMBER	9	1255	1263
90	*	BUSSTATCD	BUSINESS STATUS CODE	1	1264	1264
91		BUSSTATDS	BUSINESS STATUS DESCRIPTION	20	1265	1284
92		PUBPRVCD	PUBLIC/PRIVATE CODE	1	1285	1285
93		STOCKEXCD	STOCK EXCHANGE CODE	1	1286	1286
94		STOCKEXDS	STOCK EXCHANGE DESCRIPTION	6	1287	1292
95		TICKER	TICKER SYMBOL	6	1293	1298
96		PUBFILING	PUBLIC FILING INDICATOR	1	1299	1299
97		FORTUNERNK	FORTUNE MAGAZINE RANKING	4	1300	1303
98	*	INDFIRMCD	INDIVIDUAL/FIRM CODE	1	1304	1304
99		INDFIRMDS	INDIVIDUAL/FIRM DESCRIPTION	13	1305	1317
100		YRSICADDED	YEAR SIC ADDED TO RECORD	6	1318	1323
101		YRFIRSTAPP	YEAR FIRST APPEARED IN YELLOW PAGES	4	1324	1327
102		YRESTBLSHD	YEAR ESTABLISHED (FROM YP)	4	1328	1331
103		YPCODE	YELLOW PAGE CODE	5	1332	1336
104		TRANSDATE	TRANSACTION DATE	6	1337	1342
105		TRANSTYPE	TRANSACTION TYPE	1	1343	1343
106		TELRESDATE	TELERESEARCH DATE	6	1344	1349

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#	Std	Field Name	Field Description	Length	Start	End
107		CALLSTATCD	CALL STATUS CODE	1	1350	1350
108		CALLSTATDS	CALL STATUS DESCRIPTION	25	1351	1375
109		CRDSCRCD	BUSINESS CREDIT SCORE CODE	2	1376	1377
110		CRDSCRDS	BUSINESS CREDIT SCORE DESCRIPTION	24	1378	1401
111		ACTCRDSCR	BUSINESS CREDIT SCORE (ACTUAL)	3	1402	1404
112		ADSIZECD	AD SIZE CODE	1	1405	1405
113		ADSIZE DS	AD SIZE DESCRIPTION	15	1406	1420
114		OFFSIZCD	OFFICE SIZE CODE	1	1421	1421
115		OFFSIZDS	OFFICE SIZE DESCRIPTION	16	1422	1437
116	*	POPCD	POPULATION SIZE CODE	1	1438	1438
117		POPDS	POPULATION SIZE DESCRIPTION	20	1439	1458
118		WORKHOME	WORK-AT-HOME INDICATOR	1	1459	1459
119		OWNLEASECD	OWN/LEASE CODE	1	1460	1460
120		SQFOOTCD	SQUARE FOOTAGE CODE	1	1461	1461
121		SQFOOTDS	SQUARE FOOTAGE DESCRIPTION	15	1462	1476
122		RADDIST	RADIAL DISTANCE FROM TARGET ELEMENT	5	1477	1481
123		ACTMULTITN	ACTUAL # BUS. AT MULTI-TENANT LOCATION	5	1482	1486
124		MULTITNTCD	MULTI-TENANT CODE	5	1487	1491
125		MULTITNTDS	MULTI-TENANT DESCRIPTION	40	1492	1531
126		NUMPCSCD	NUMBER OF PERSONAL COMPUTERS CODE	1	1532	1532
127		NUMPCSDS	NUMBER OF PERSONAL COMPUTERS DESC	40	1533	1572
128		AFFLUENT	AFFLUENT NEIGHBORHOOD LOCATION	1	1573	1573
129		BGBUSINESS	BIG BUSINESS INDICATOR	1	1574	1574
130		FEMOWNER	FEMALE BUSINESS EXEC/OWNER INDICATOR	1	1575	1575
131		BUSSIZECHG	GROWING/SHRINKING INDICATOR	1	1576	1576
132		HIGHINCEX	HIGH INCOME EXECUTIVE INDICATOR	1	1577	1577
133		HIGHTECH	HIGH-TECH BUSINESS INDICATOR	1	1578	1578
134		MDBUSENTR	MEDIUM-SIZE BUSINESS ENTREPRENEUR	1	1579	1579
135		SMBUSENTR	SMALL BUSINESS ENTREPRENEUR INDICATOR	1	1580	1580
136		MAILDLPTBC	DELIVERY POINT BAR CODE	12	1581	1592
137		ENDORSELN	PRESORT ENDORSEMENT LINE	30	1593	1622
138		BAGNUM	PRESORT BAG NUMBER	9	1623	1631
139		BUNDLENUM	PRESORT BUNDLE NUMBER	9	1632	1640
140		TERADDR	TERTIARY ADDRESS	30	1641	1670
141		TERCITY	TERTIARY CITY NAME	16	1671	1686
142		TERSTATE	TERTIARY STATE ABBREVIATION	2	1687	1688
143		TERZIP	TERTIARY ZIP CODE	5	1689	1693
144		TERZIP4	TERTIARY ZIP+4 CODE	4	1694	1697
145		TERZIPMRG	TERTIARY ZIP CODE/ZIP+4 (xxxxx-xxxx)	10	1698	1707
146		TERCRCD	TERTIARY CARRIER ROUTE CODE	4	1708	1711
147		PRDDATE	PRODUCTION DATE	8	1712	1719
148		SEQNUM	SEQUENCE NUMBER	10	1720	1729
149		EXPDATE	EXPIRATION DATE	20	1730	1749
150		PRDATEF	PRODUCTION DATE (FORMATTED)	20	1750	1769
151		ENDREC	END OF RECORD MARKER	1	1770	1770