



Online List Counts and Queries 24/7
Go to: <http://bgmailing.listcounts.com>

Follow these easy instructions to get list counts for residential, business, consumer, new mover, and new construction files. Of course, if you have questions, or you get stuck, feel free to contact your Blue Grass Mailing representative at 859-231-7272

Registration

1. Click on <Register>
2. Enter Your Information and click on <Register>
3. You will receive an email that will require you to validate your registration.
4. You are ready to use the system!



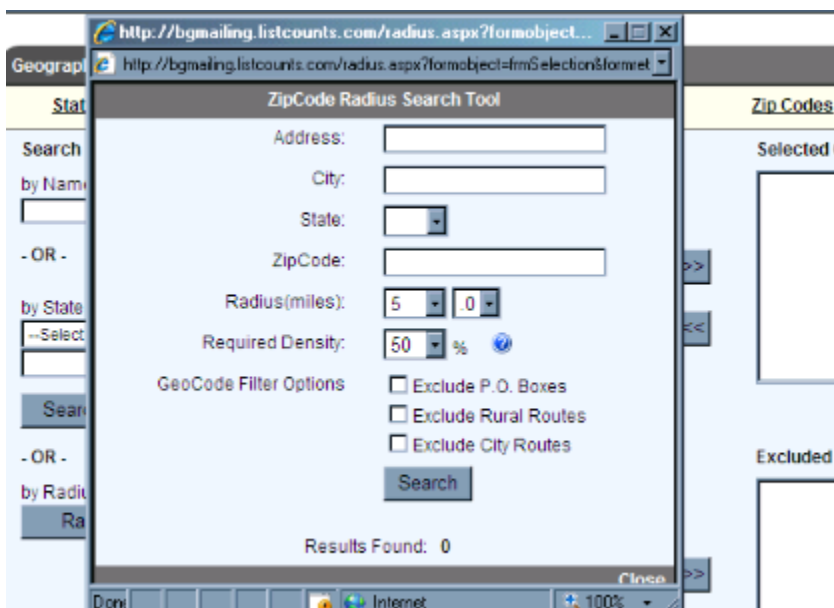
Logging In

1. Go to the website; save as a bookmark or a favorite.
2. Enter your username and password and click on <Sign In>
3. The two mailing list options are now activated and ready to use.

Blue Grass Mailing Neighborhood Saturation File

1. Click on <Bluegrass Neighborhood Saturation File>
2. The neighborhood saturation file is a residential list
3. There are three tabs: Geographic, Demographic, and Basic Criteria.

4. The Geographic tab allows you to choose the geography of the list you want to target using zip codes, cities, state, SCF or by doing a radius.
5. The Demographic tab allows you to choose specific data about the population you are targeting such as whether you want to include multi-family dwellings or only single family dwellings as well as gender, and household incomes
6. The Basic Criteria allows to decide whether or not you want to include names where available on your mailing list as well as details about what to include in the report
7. To run a radius, click on <Carrier Routes>, which will allow you pull by postal routes and run a radius at the postal route level.
8. Click on <Radius Search Tool>



9. Enter the address, city, state, and zip of the location you want to run the radius around. Choose the radius in miles you want to use. Ignore the required density component. Then exclude any postal routes that you may not want – i.e. Exclude PO Boxes; then click <Search>
10. The store is plotted and radius is completed. The search is the number of postal routes found within your radius. Click on <Apply> and the system will automatically import your radius.
11. At any time you can click on <Get Counts> at the top or bottom of the screen to calculate your current selection.

Blue Grass Mailing Consumer Household File

1. Click on <Bluegrass Consumer File>
2. The consumer household file pinpoints consumers based on location as well as a variety of other demographic selects.
3. There are three tabs: Geographic, Demographic, and Basic Criteria.

4. The Geographic tab allows you to choose the geography of the list you want to target using zip codes, cities, state, SCF or by doing a radius.
5. The Demographic tab allows you to choose specific data about the population you are targeting such as age, income, gender, interests, as well as a variety of other options.
6. In order to choose a demographic that you would like to include in your count, simply highlight the criteria and hit <Get Counts>. You can select/deselect the criteria based on your needs. You can choose to include this information in the report that you create.
7. The more criteria you select for your list, the lower the number will be. It is best to decide what the most important demographic criteria are and stick to those.
8. The Basic Criteria allows you to decide whether or not you want to include phone numbers where available or only records with phone numbers.
9. To run a radius, click on <Carrier Routes>, which will allow you pull by postal routes and run a radius at the postal route level.
10. Click on <Radius Search Tool>
11. Enter the address, city, state, and zip of the location you want to run the radius around. Choose the radius in miles you want to use. Ignore the required density component. Then exclude any postal routes that you may not want – i.e. Exclude PO Boxes; then click <Search>
12. The location is plotted and radius is completed. The search is the number of postal routes found within your radius.
13. Click on <Apply> and the system will automatically import your radius.
12. At any time you can click on <Get Counts> at the top or bottom of the screen to calculate your current selection.

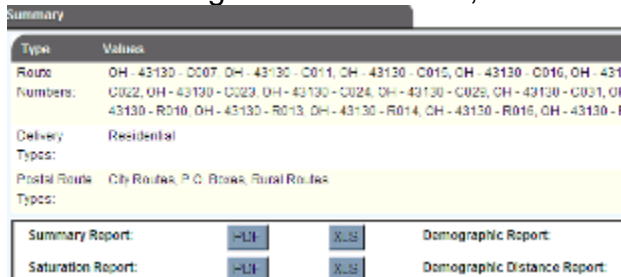
Blue Grass Mailing Domestic Business File

1. Click on <Bluegrass Domestic Business File>
2. The domestic business file pinpoints businesses based on location as well as a variety of other demographic selects.
3. There are three tabs: Geographic, Demographic, and Basic Criteria.
4. The Geographic tab allows you to choose the geography of the list you want to target using zip codes, cities, state, SCF or by doing a radius.
5. The Demographic tab allows you to choose specific data about the businesses you are targeting by SIC codes, NAICS codes, numbers of employees, sales volumes, as well as other options.
6. The Basic Criteria allows you to decide whether or not you want to include PO Boxes, phone numbers, or contact names where available.
7. To run a radius, click on <Carrier Routes>, which will allow you pull by postal routes and run a radius at the postal route level.
8. Click on <Radius Search Tool>
9. Enter the address, city, state, and zip of the location you want to run the radius around. Choose the radius in miles you want to use. Ignore the required density component. Then exclude any postal routes that you may not want – i.e. Exclude PO Boxes; then click <Search>

- The location is plotted and radius is completed. The search is the number of postal routes found within your radius.
- Click on <Apply> and the system will automatically import your radius.
- At any time you can click on <Get Counts> at the top or bottom of the screen to calculate your current selection.

Creating Reports

- After clicking on <Get Counts>, you have the ability to create a PDF or XLS (Excel) report.
- Scrolling down the screen, it is under “Summary”



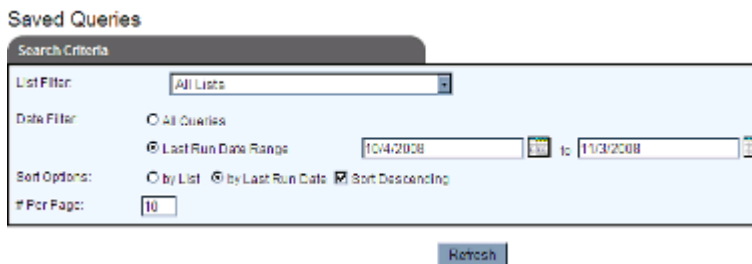
- Different lists have different reports, so select the report that works best for you.
- To see the distance in miles and demographics by postal route for the Neighborhood Saturation File, click on <Demographic Distance Report>
- To see just a basic summary of your query, click on <Summary Report>


Saving Queries


- At any time while you are creating a query, you can name and save your query. This is found at the top or bottom of the screen – called “Query Name”.
- Note that you must <Get Counts> prior to saving a query.

Referencing Saved Queries

- If you have saved queries, you can reference them at any time via the Queries select at the top of the screen.
- Click on <Queries>



- A filter screen appears where you can limit your query search and then click on <Refresh>
- Click on the  icon to edit your saved queries.

5. Or click on the  icon to create a copy of that saved query.

Placing an Order

1. **Contact your Bluegrass Mailing Customer Service Rep when you are ready to order your list.**
2. Be sure to save your query and provide the reference name.