

Where  
do I Start?



# Leads at the Library

Increase the success of your small business  
with help from these lead and marketing sources

Looking to expand your market? Searching for new customers and sales leads? Trying to locate media outlets where you can advertise your business? Or need contacts such as suppliers or associations so you can increase and improve your business? City of Mesa Library features many tools to support you. This list features reference materials in the library, online e-resources available on [mesalibrary.org](http://mesalibrary.org), and helpful websites on the general Internet.

Check library catalog for call numbers/locations. Most sources are for in-house use.

MN = Main Library    MN MR = Main Branch Mesa Room  
DR = Dobson Ranch    RM = Red Mountain

## Local Leads

**Arizona Business Gazette.** Weekly, retained since 1981 at MN, 6 months DR, 3 months RM  
New business/sales tax licenses, home sales in Maricopa County by zip code, commercial bankruptcies, articles of incorporation, registrar of contractors actions, patents, lawsuits, pending liquor licenses, public notices including trustee sales.

**Arizona Capitol Times.** Weekly, current issues retained at MN  
Corporate activity notices including articles of incorporation, court notices, public notices, trustee sales.

**The Business Journal.** Weekly, retained since 1987  
MN, 3 months DR and RM  
New business/home sale listings from Maricopa County, deeds, liens, foreclosure sales, commercial real estate transactions, building permits, bankruptcies.

**The Record Reporter.** 3x/week: M, W, F, retained 3 months, MN  
Maricopa/Pima County Recorder's office info. Real estate sales by zip code (incl. buyer and property address), auctions, tax liens, sales tax licenses, bid opportunities with government agencies, new Arizona corporations, trustees sales, public notices, deeds of trust, REOs, federal bankruptcies.

**Building Permits (Construction Permits).** Received weekly, retained 2 months, MN Business Index Table  
Permits for new/modified construction within City of Mesa; issued through City of Mesa Building Inspections Division. Organized by date only.

**Cole Cross-Reference Directory, Phoenix and Vicinity.**  
Annual, MN, DR, RM  
Cross-reference, reverse phone number and address directory. Multiple volumes for Phoenix and suburbs.

**Hill-Donnelly Cross-Reference Directory for Mesa – Tempe –Chandler, AZ.** Annual, MN MR  
Business/consumer guide for Mesa, Tempe, Chandler, and other southeast Valley communities. Market planning section includes affluence ratings, avg year homes built, avg age of householder; information organized by census tract and zip code.

## Local Business Directories

**Arizona Business Directory.** Annual, MN, DR, RM  
Basic contact, sales information on Arizona businesses.

**Dun's Regional Business Directory, Phoenix/Tucson.**  
Annual, MN, DR, RM  
Directory of Arizona businesses.

**Reference USA Database**  
Searchable electronic business/residential directory; includes 14 million businesses, new businesses, and 135 million residents nationwide. Accessible on City of Mesa Library web site at [www.mesalibrary.org](http://www.mesalibrary.org); must have library card and PIN to use database.

**Arizona Industrial Directory.** Annual, MN, DR, RM  
Manufacturing and high-tech firms statewide.

**Arizona Manufacturers Directory.** Annual, MN  
Arizona manufacturing establishments searchable by product, location, SIC, geographic location, and alphabetically. Published by Greater Phoenix Chamber of Commerce.

**Rocky Mountain High Technology Directory.** Annual, MN, DR, RM  
High-tech business listings from AZ, CO, MT, NM, NV, UT and WY.

**D & B Business Rankings.** Annual, MN  
Includes section ranking businesses by state – revenue and employee size.

**Book of Lists.** Annual, MN, DR, RM  
Leading buyers, businesses, and employers in the state presented in over 130 lists. Published by Business Journal of Phoenix.

**Ranking Arizona.** Annual, MN, DR, RM  
Rankings of companies in variety of industries. Published by Arizona Business Magazine.

## Other Helpful Directories

**ThomasNet.com.** Website.  
Directory of 607,000 US/Canadian manufacturers, industrial Product/service companies. Includes product catalogs and CAD drawings. Links to company catalogs/websites.

**Thomas Food & Beverage Market Place.** Annual, MN  
Companies involved in manufacture, supply, service, equipment, transportation, import-export, brokerage, wholesaling, and other aspects of food/beverage trade.

**American Wholesalers & Distributors Directory.** Annual, MN  
Industry details on more than 31,000 wholesalers and distributors in the United States.

**D&B Consultants Directory.** Annual, MN

Over 30,000 U.S. consulting firms in financial services, business management, marketing, engineering, technology, entertainment, medical, utilities, communications, mining, construction, and transportation.

**Corporate Affiliations.** Annual, receive even-year only, RM

Directory of national and international companies, parents/subsidiaries, contacts.

**Brands and Their Companies.** Annual, MN, RM

Guide to product trade names/brands with addresses of manufacturers and distributors.

**The Property Book: Directory – Kamrath & Associates.**

Annual, MN

Location/information of local apartments, office buildings, mobile home parks, shopping centers. Helpful for business site selection and for creating commercial property lead lists.

*City of Mesa Library carries many other national business directories, manufacturing directories, and industry directories. Ask us for help.*

## Marketing Help

**Finder Binder: Arizona's Updated Media Directory.**

Annual, with monthly updates, MN, DR, RM

Arizona radio/television stations, print publications including newspapers and magazines with rate and contact information.

**Editor and Publisher Market Guide: The Directory of Newspaper Markets and Demographics.** Annual. MN

Data on 1,600+ daily newspaper cities in the US and Canada including population data/estimates, number of registered automobiles, gas/electric meters, banks, types of industries, shopping mall/retail information, largest newspapers for each area.

**Gale Directory of Publications and Broadcast Media.**

Annual, MN, DR, RM

Radio, television, cable, print outlets nationwide. Contact information, thumbnail descriptions of each local market, subject/alpha indexes.

**Ulrich's Periodicals Directory.** Annual, MN, RM

Content/contact information on 186,000+ publications worldwide.

**Broadcasting and Cable Yearbook.** Annual, MN

Directory of radio, cable, and television stations with programming/contact information.

**SRDS Direct Marketing List Source.** Bimonthly, MN

Directory of companies who generate wide range of direct marketing mail lists.

**SRDS Newspaper Advertising Source.** Monthly. MN

US newspapers and ad rates.

**Research Alert Yearbook.** Annual, Library carries various editions, MN

Consumer-behavior, market research data, purchase/lifestyle patterns on variety of topics.

**World Chamber of Commerce Directory.** Annual, MN, DR, RM

US chambers, boards of tourism, convention/visitors bureaus, economic development organizations, American chambers abroad, foreign tourist information bureaus, foreign/ethnic chambers in US & abroad, foreign & US embassies.

**Rand McNally Commercial Atlas and Marketing Guide.**

Annual, MN, DR, RM

Maps and tables showing population, income, housing and sales data for US and markets; transportation information.

**United States Census.** [www.census.gov](http://www.census.gov)

Demographic population tables including income, educational attainment, housing status, language, age and race. Search by zip code, census tract, block group, city, other ways. Also Economic Census with business counts.

**STAT-USA, Globus and National Trade Data Bank (NTDB).** Database\*

Country commercial guides with trade contacts, country background notes, marketing insight reports, trade leads, federal business opportunities. Information collected/produced by US Government.

\* Free access through Federal Depository Libraries. For use inside library only.

## Import/Export

**Exporter's Encyclopaedia.** Annual with semi-monthly updates in **Fact File**, MN

Export know-how and information; covers all international markets with documentation and requirements.

**STAT-USA, Globus and National Trade Data Bank (NTDB)** Database\*

Includes NTDB Global Trade Directory for identifying international trade contacts, importers/exporters searchable by product, company, region plus trade opportunities, country information. Information collected/produced by US Government.

\* Free access through Federal Depository Libraries. For use inside library only.

## Association Directories

Associations can often support you with data and trends.

**Encyclopedia of Associations, National.** Annual, MN, RM

Associations of every type in US; contact details.

**National Trade and Professional Associations of the United States.** Annual, MN

7,400+ trade associations, professional societies, labor unions.

**Encyclopedia of Business Information Sources.** Annual, MN

Business contacts & sources on many topics; arranged by topic.

## Trade Shows

Search for trade shows by industry, location, many other ways.

Web Sites:

**Trade Show News Network**

[www.tsnn.com/](http://www.tsnn.com/)

**Trade Show Week Trade Show Directory**

<http://directory.tradeshowweek.com/directory/index.asp>

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