



Publishers of:
Directory of Major Malls™
ShoppingCenters.com
 V.I.P. Contact Files
 Demographic Data
 Reports & Mailing Lists

VIP CONTACT FILE from the DIRECTORY OF MAJOR MALLS® / ShoppingCenters.com

Choice of contact fields for the following titles: (applicable to field s 11-20)

- A. Owner/Developer
- B. Leasing Agent
- C. Mall Manager
- D. Marketing Director
- E. Specialty Leasing Rep,
- F. Third Party Management Company

Structure for table: VIP contact

Field Name	Type	Width	Description
1 MALLCODE	Character	6	identifier code
2 MALLNAME	Character	35	Mallname
3 MALLCOUNTY	Character	15	County
4 MALLLOCA	Character	48	Intersecting streets
5 MALLCITY	Character	20	City
6 MALLSTATE	Character	2	State
7 MALLZIP	Character	10	Zipcode (of location)
8 GLA	Numeric	8	Gross Leasable Area (Sq.Ft.)
9 TYPEMALL	Character	3	"O" = Open / "E" = Enclosed center
10 DATEOPENED	Character	8	Year Open / To Open
11 MM_NAME	Character	25	Center Manager
12 MM_ADD1	Character	25	Mall Mailing Address1
13 MM_ADD2	Character	25	Mall Mailing Address2
14 MM_CITY	Character	20	Mall Mailing City
15 MM_STATE	Character	2	Mall Mailing State
16 MM_ZIP	Character	10	Mall Mailing Zipcode
17 MM_PHONE	Character	12	Mall Phone
18 MM_FAX	Character	12	Mall Fax
19 MM_EMAIL	Character	60	Mall e-mail address
20 MM_WEB	Character	60	Mall website
21 US_CAN	Character	3	U.S. / Canada designation
** Total **		410	

Current total listing count is 8,100+. One record per center. Additional titles maybe added to a record for an added fee. Please consult your sales rep.

PLEASE NOTE THE FOLLOWING: Some centers may not have on-site management offices and therefore mall mailing address may reflect a location different from the physical location of the mall. Additionally, if no contact name has been provided for a title, a generic title has been inserted.

This database file is for use on one computer only. It may not be copied, resold or transferred to a third party in any way without the express written permission of DIRECTORY OF MAJOR MALLS, INC. If you should have any questions regarding the enclosed custom file, please call technical support at (845) 348-7000 x 200 between the hours of 9:00 AM - 5:00 PM EST.

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