



## New Hispanic Business Source

The most accurate, up to the minute, **live** source of the United State's Newest Hispanic Entrepreneurs. Accutrend Data Corporation (ADC) updates the New Hispanic Business database every **24 hours**.

### Key Segments

|         |                               |             |
|---------|-------------------------------|-------------|
| 235,721 | 12 Month Universe / Base Rate | \$100.00/M  |
| 132,877 | 6 Month Hotline               | + \$6.00/M  |
| 61,557  | 3 Month Hotline               | + \$11.00/M |
| 18,230  | July 2011Hotline              | +\$16.00/M  |
| 3,989   | Weekly Hotline                | + \$20.00/M |
|         | Consumer Catalog Rate         | \$60.00/M   |
|         | Fundraising Rate              | \$55.00/M   |

### Audience Profile

ADC is the nation's premier provider of new Hispanic Owned Business Registrations including Incorporation, D/B/A, Trade and Business Licenses. It's all formatted in a highly selectable, sophisticated database that updates every **24 hours**.

The largest minority segment in the U.S., Hispanics channel their remarkable social and financial dynamics into a rapidly growing segment of American enterprise, Latino-owned businesses. These educated and upwardly mobile entrepreneurs provide services to both the Latin community and general consumer markets. Driven to succeed, they aggressively seek the business products and services that guarantee them a part of the American Dream.

- Credit Card, Financing, and Insurance
- English Seminars for Owners & Employees
- General Management books, Publications & Seminars
- Hispanic & Local Business Associations
- Hispanic Publications
- Office Supplies & Furnishings
- Payroll & Employee Services
- Political and Hispanic Fundraisers

ADC meticulously obtains data directly from:

- 13,000+ government sources located in 50 states+ D.C.
- 3,100+ counties
- 10,000+ cities
- DPV Postal
- NCOA Postal

Formed in 1989, ADC is a mailer of these firms itself and goes to great lengths to ensure that the database is extremely clean and fresh, utilizing a sophisticated "fuzzy-match" merge-purge system that creates higher accuracy, which translates to a greater ROI. The company has earned an unparalleled reputation for its speed, integrity, and accuracy in identifying qualified New Hispanic Businesses.

Orders are delivered in virtually any addressing format within 24 hours of receipt.

### Terms and Conditions

Sample mail piece required. 3-5 working days required to process order. Payment due 30 days from mail date. Any order received at ADC is subject to a flat cancellation fee. 20% commission to authorized brokers on base rate.

### SOURCE

Government Verified

### GEOGRAPHY

Domestic (US)

### LIST OWNER

**ACCUTREND**

### LIST MAINTENANCE

|                  |            |
|------------------|------------|
| Counts through   | 07/31/2011 |
| Last update      | 08/05/2011 |
| Update Frequency | Daily      |
| DPV              | Daily      |
| NCOA             | Daily      |

### SELECTION CHARGES

|                     |            |
|---------------------|------------|
| 1 MONTH HOTLINE     | \$16.00 /M |
| 3 MONTH HOTLINE     | \$11.00 /M |
| 6 MONTH HOTLINE     | \$6.00 /M  |
| CONTACT NAME        | \$6.00 /M  |
| GENDER/SEX          | \$6.00 /M  |
| HOME BASED          | \$11.00 /M |
| PHONE NUMBER        | \$26.00 /M |
| SCF/ZIP             | \$6.00 /M  |
| SIC/NAICS/FILE DATE | \$10.00/M  |
| GEO                 | \$6.00 /M  |
| WEEKLY HOTLINE      | \$20.00 /M |

### ADDRESSING

|         |            |
|---------|------------|
| DISK/CD | \$25.00 /F |
| FTP     | \$50.00 /F |
| EMAIL   | \$50.00 /F |

### KEY CODING

Key Coding is available

|          |           |
|----------|-----------|
| Charges: | \$1.00 /M |
|----------|-----------|

### MINIMUM ORDER

|           |       |
|-----------|-------|
| Quantity: | 5,000 |
|-----------|-------|

### REUSE

Reuse is allowed – Special Pricing Available

### TELEMARKETING

Telemarketing is allowed

### CANCELLATION

|          |            |
|----------|------------|
| Charges: | \$75.00 /F |
|----------|------------|

### NET NAME ARRANGEMENTS

Net Name is allowed

|              |           |
|--------------|-----------|
| Net:         | 85%       |
| Min Qty:     | 50,000    |
| Run Charges: | \$7.50 /M |

### EXCHANGES

Exchange is not allowed

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