



Minority Owned Business

The most accurate source of the nation's Minority Owned Businesses seeking sub-contracting opportunities with the U.S. Government and large corporations. ADC updates Minority Business information on a monthly basis.

Key Segments

814,930	Universe / Base Rate	\$60.00/M
13,400	Jan 2011 Hotline Pro-Source Business Owners	\$75.00/M

Audience Profile

ADC tracks companies headed by minority, women, and veteran owners. It's all formatted in a highly selectable, sophisticated database that updates every day.

The file details many selectable characteristics including:

- EDI Capability
- Geography
- Minority Type
- Quality Certifications
- Gender
- Business Type
- Email Address

These business owners have overcome many hurdles to form successful entrepreneurial companies. They are driven to succeed and take advantage of many products, services and information sources to continue to prosper. The ability to select by race makes this a perfect prospect file for race-specific publications and organizations. Business supply, office furnishings, and computer catalog marketers should definitely mail this file – when a minority-owned firm lands a contract, it kicks into a major spending mode. These companies can qualify and need financial services.

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 Minority Owned 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.

www.accutrend.com

SOURCE

Government Verified

GEOGRAPHY

Domestic (US)

LIST OWNER

ACCUTREND

LIST MAINTENANCE

Counts through	01/31/2011
Last Update	02/05/2011
Update frequency	Daily

GENDER PROFILE

Male	65%
Female	30%

SELECTION CHARGES

BUS/INDUSTRY TYPE	\$11.00 /M
CONTACT NAME	\$6.00 /M
GENDER/SEX	\$6.00 /M
PHONE/FAX NUMBER	\$26.00 /M
SCF/ZIP	\$6.00 /M
SIC/NAICS	\$11.00 /M
GEO	\$6.00 /M
EMAIL ADDRESS	\$50.00 /M
REVENUE	\$11.00 /M
EMPLOYEE SIZE	\$11.00 /M

ADDRESSING

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

KEY CODING

Key Coding is Available

Charges:	\$1.00 /M
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MINIMUM ORDER

Quantity	5,000
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REUSE

Reuse is allowed – Special Pricing Available

TELEMARKETING

Telemarketing is allowed

CANCELLATION

Charges	\$75.00 /F
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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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