



## New Business Source

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

### Key Segments

2,317,240	12 Month Universe / Base Rate	\$80.00/M
1,100,200	6 Month Hotline	+ \$5.00/M
519,160	3 Month Hotline	+ \$10.00/M
170,830	Jan 2011 Hotline	+ \$15.00/M
37,910	Weekly	+ \$20.00/M
86,490	Home Based Businesses (1 Month Hotline)	\$100.00/M
60,030	Non Corporate – 1 Month Hotline	+ \$15.00/M
110,790	Corporate – 1 Month Hotline	+ \$15.00/M
	Consumer Catalog Rate	\$60.00/M
	Fundraising Rate	\$55.00/M
	Additional Key Segments	
	Highly Selectable by SIC/NAICS/File Date	

### Audience Profile

ADC is the nation's premier provider of New 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**.

ADC New Business Source is an excellent resource for reaching innovative thinkers with a vested interest in making their companies a success. As such, they have many needs for growing their companies including:

- Business Management Books and Publications
- Business Seminars
- Communications Services
- Computer Equipment
- Credit Card Offers
- Insurance Offers
- Office Supplies
- On-line Resources
- Software and Digital Resources

Accutrend meticulously obtains data directly from:

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

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 Businesses.

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

### Terms and Conditions

Sample mail piece required. New accounts require pre-payment, 24 hours required to process order. Any order received at ADC is subject to a flat cancellation fee.

### SOURCE

Government Verified

### GEOGRAPHY

Domestic (US)

### LIST OWNER

ACCUTREND

### LIST MAINTENANCE

Counts through	01/31/2011
Last update	02/05/2011
Update Frequency	Daily
DPV	Daily
NCOA	Daily

### SELECTION CHARGES

1 MONTH HOTLINE	\$15.00 /M
3 MONTH HOTLINE	\$10.00 /M
6 MONTH HOTLINE	\$5.00 /M
CONTACT NAME	\$6.00 /M
D/B/A'S ONLY	\$15.00 /M
GENDER/SEX	\$5.00 /M
HOME BASED BUSINESS	\$10.00 /M
PHONE NUMBER	\$25.00 /M
SCF/ZIP	\$6.00 /M
SIC/NAICS/FILE DATE	\$10.00/M
GEO	\$5.00 /M
WEEKLY HOTLINE	\$20.00 /M

### ADDRESSING

DISK/CD	\$25.00 /F
ELECTRONIC TRANSFER	\$50.00 /F
EMAIL	\$50.00 /F

### KEY CODING

Key Coding is available

Charges:	\$1.00 /M
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### MINIMUM ORDER

Quantity:	7,500
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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:	80,000
Run Charges:	\$7.50 /M

### EXCHANGES

Exchange is not allowed

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