



## 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

581,440	Universe / Base Rate	\$60.00/M
334,370	12 Month	\$75.00/M
	Pro-Source Business Owners	
	Highly Selectable by NAICS/Employee Size	

### 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 month.

The file details many selectable characteristics including:

- SIC/NAICS
- EDI Capability
- Geography
- Minority Type
- Quality Certifications
- Gender
- Business Type
- Email Address
- Annual Gross Revenue
- Employee Size

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](http://www.accutrend.com)

### SOURCE

Government Verified

### GEOGRAPHY

Domestic (US)

### LIST OWNER

ACCUTREND

### LIST MAINTENANCE

Counts through	02/28/2008
Last Update	03/20/2008
Update frequency	Monthly

### 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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