



## BRAD MINORITY OWNED BUSINESS DATABASE

**425,709**      **Postal Addresses** ..... **\$145/M**  
**424,509**      **with Phones** ..... **+\$60/M**  
**Inquire**      **Email Addresses.** ..... **\$275/M**

Target decision-makers in the Hispanic community with the **BRAD Minority Owned Business Database**. According to a new report released by the Census Bureau, Hispanic-owned businesses now comprise one of the fastest-growing segments the U.S. economy. Between 1997 and 2002, the number of businesses owned by Hispanics grew by 31 percent - three times the national average for all businesses - hitting 1.6 million in 2002 and generating some \$222 billion in revenue.

Their economic influence hits all sectors including construction, service sectors such as repair and maintenance, health care, retail trade and transportation.

A database is only as good as the sources from which its names were derived. **BRAD (Business Response Alliance Database)** is comprised of unduplicated BPA/ABC audited subscribers, seminar attendees, catalog buyers, association members and book buyers from a host of prestigious companies.

The **Brad Minority Owned Business Database** is perfect for promoting all types of products and services including high ticket items, credit cards, multi-media products, travel, educational books, insurance, computer software, organization products, Internet providers, premiums, conferences, workshops, cellular, and much more

### Additional Information

#### ---Media---

4 Up Cheshire ..... N/C  
 E-mail ..... \$65/F  
 Diskette ..... \$50/F  
 PSL ..... \$10/M  
 Cartridge..... \$25/F

#### ---Selections---

One Name Per Site ..... \$15/M  
 Job Title/Function ..... \$15/M  
 Business/IndustryType .... \$15/M  
 Geo..... \$10/M  
 Gender..... \$15/M  
 Phones ..... \$60/M  
 Multi-Buyers..... \$15/M  
 Emp. Size ..... \$15/M  
 SIC..... \$15/M

#### ---Key Code--- \$3/M

#### ---Minimum Order--- 5,000 Names

**---Source---**  
 ABC Audited  
 BPA Audited  
 Qualified and  
 Paid Subscribers  
 and Attendees

#### **Sample Mailing Piece Required**

**--Cancellation--**  
 \$10/M + \$50 Flat Fee  
 Cancellation After Mail Date  
 Requires Payment in Full

### Contact

**For Postal List Info Contact:**  
 John LoGiudice at 845-731-2752  
 mailto:john.logiudice@edithroman.com  
**For Email List Info Contact:**  
 Shawn Kingston at 845-731-3828  
 mailto:shawn.kingston@epostdirect.com