

BUSINESS AMERICA

80,000 MONTHLY NEW BUSINESS START-UPS \$85/M
4,330,000 BUSINESS EXECUTIVES \$80/M
352,000 HISPANIC BUSINESS OWNERS \$95/M
239,000 ASIAN BUSINESS OWNERS \$95/M
65,000 AFRO-AMERICAN BUSINESS OWNERS \$95/M
TELEPHONE NUMBERS +\$50/M

SUMMARY: TOP EXECUTIVES AND BUSINESS PROFESSIONALS ARE NOW AVAILABLE WITH A WEALTH OF SELECTABLE DATA ENABLING PINPOINT SELECTABILITY. CHOOSE FROM JOB TITLE, SALES VOLUME, SIC CODES, NUMBER OF EMPLOYEES, EXACT AGE AND TELEPHONE NUMBERS. BUSINESS AMERICA IS GENERATED FROM STATE REGISTRIES, TRADE PUBLICATIONS, TRADE SHOWS, AND DIRECT MAIL OFFERS.

SIC CODES:

184M 01-09 AGRICULTURE/FORESTRY/FISHING
331M 15-17 CONSTRUCTION
202M 20-39 MANUFACTURING
154M 40-49 TRANSPORTATION/COMMUNICATION/UTILITY
213M 50-51 WHOLESALE TRADE
725M 52-59 RETAIL TRADE
320M 60-67 FINANCE/INSURANCE/REAL ESTATE
1,472M 70-89 SERVICES
37M 91-97 PUBLIC ADMINISTRATION

JOB FUNCTION:

2,244M CEO'S/PRESIDENTS/CHAIRMEN OF BOARD/VP'S
294M ADMINISTRATION
66M SYSTEMS
38M ENGINEER
199M FINANCE
537M HUMAN RESOURCES
99M PURCHASING
63M OPERATIONS
140M SALES

NUMBER OF EMPLOYEES:

2,648M 1-4
47M 5-9
179M 10-14
82M 15-19
171M 20-49
58M 50-99
62M 100+

BUSAMERM

AUGUST 2010

MATERIAL:

E-MAIL \$60.00/F

SELECTIONS:

STATE/SCF \$7.00/M

ZIP \$7.00/M

SEX \$7.00/M

SIC \$7.00/M

SPLIT \$7.00/M

JOB FUNCTION

\$7.00/M

EMPLOYEE \$7.00/M

SALES VOLUME

\$7.00/M

EXACT AGE \$7.50/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000

SALES VOLUME:

1,319M \$1-\$99,000
1,128M \$100,000-\$249,000
517M \$250,000-\$499,000
299M \$500,000-\$999,000
305M \$1 MILLION-\$4,999,999
48M \$5 MILLION-\$9,999,999
62M \$10 MILLION+

DEMOGRAPHICS: 65% MALE
35% FEMALE

SOURCE: STATE REGISTRIES, TRADE PUBLICATIONS, TRADE
SHOWS, DM OFFERS

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL
DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS
CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING
CHARGES + \$50.00 FLAT FEE.