



407 Huber Lane  
 Glenview, IL. 60025  
 Tel: 847-636-2754  
 Please Email Orders  
 Contact: Alex Analitis  
[AlexA@Aplusmg.com](mailto:AlexA@Aplusmg.com)

**A+ African Americans**

**Universe: 4,107,885**  
**Hotline: 135,877**

**Price: \$55/M**  
**Hotline: +\$10/M**

A+ African Americans gives you access to a very responsive transactional segment of the over 38 million African Americans living in the U.S. today. African Americans have a total buying power that is expected to exceed \$1.1 trillion by 2012. A+ African Americans have an average household income of \$34,000 and tend to spend more money than other ethnic groups on personal care products. Acknowledging their purchasing power and their needs is key when targeting A+ African Americans. This file is enhanced with additional selects compiled from our unique multifaceted data overlay approach which appends information to transactional data using credit, public record, survey and census data information.

**Selects:**

**Addressing:**

Hotline	\$10/M	CD	\$25/F
Homeowner	\$5/M	Fed Ex	\$25/F
Income	\$5/M	Email	\$50/F
Age	\$5/M	FTP	\$50/F
Marital Status	\$5/M	<b>Minimum Order</b>	5,000
Presence of Children	\$5/M		
MOB	\$5/M		
Credit Card Holder	\$5/M		
State, SCF, Zip	\$5/M		
LOR	\$5/M	<b>Telemarketing</b>	<b>Inquire</b>
Ethnicity	\$5/M		
Age of Children	\$5/M		
Renter	\$5/M		
Donor	\$5/M		
Gender	\$5/M		
Religion	\$5/M		

Terms and Conditions: Payment due 30 days after mail date. Orders cancelled after the mail date will be paid in full. Cancellation Fees: \$10/M + selections at full rate.