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Daily News **ENTREPRENEURS TAKE MULTICULTURAL TACK NICHE: ADVERTISING AGENCY TARGETS THE HISPANIC MARKET. (Business)**

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Byline: Holly J. Andres

Staff Writer

SANTA CLARITA - Seven years ago, Patricia Gracia opened an advertising agency in her San Fernando Valley apartment with nothing more than a computer, a fax and a telephone.

Today, Gracia's Power Media Group is a multimillion-dollar enterprise that specializes in creating Spanish-language ad campaigns for high-profile clients seeking to reach the booming Hispanic market.

"Even if we live in the United States for 20 years, the ad that moves us is in Spanish. We love to hear the Spanish language," said Gracia, a Peruvian immigrant who became a U.S. citizen 14 years ago.

"When you say things that touch the Hispanic ...

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