

LATINO CONNECTION- US LATINO ACTIVE CONSUMERS

May 2010

SEGMENTS

2,652,547 Universe / Base Rate	\$80.00 /M
471,958 Monthly Hotline	+ \$10.00 /M
835,455 90 Day Hotline	+ \$5.00 /M
Fundraisers	\$65.00 /M

DESCRIPTION

The **Latino Connection** is your mailer's gateway to the most responsive segment of the US Latino market!

This BRAND NEW multi-dimensional database is enhanced with key demographic and psychographic characteristics. Additionally, extensive direct mail and telemarketing surveys are conducted on specified segments to determine consumer lifestyle & behavior patterns, language & purchasing preferences.

The US Census Bureau expects US Latinos to represent the 'new majority' by 2025; the fact remains that these active consumers continue to be under-marketed for key products and services. The **Latino Connection** supplies cutting edge segmentation tools to help direct marketers bridge this critical marketing gap. Call us today for a customized recommendation!

Transactions are updated monthly, ensuring that data is current, relevant, and most of all, response generating!

TELEMARKETING IS ALLOWED; PLEASE INQUIRE FOR TERMS & APPROVAL

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SELECTS	
30 Day Hotline	\$10.00 /M
90 Day Hotline	\$5.00 /M
Presence of Credit Card	\$10.00 /M
Demographic Select	\$10.00 /M
Gender/Sex	\$7.50/M
Homeowners	\$10.00 /M
Presence of children (by age)	\$10.00/M
New to file	\$10.00/M
Spanish Speaking	\$10.00/M
Phone Numbers	\$20.00/M

GENDER PROFILE	
Male:	50%
Female:	50%

MINIMUM ORDER	
Quantity:	10,000

REUSE
Please inquire

TELEMARKETING
Telemarketing is allowed – Please Inquire

KEY CODING
Please inquire

ADDRESSING	
CARTRIDGE	\$30.00 /F
DISKETTE	\$30.00 /F
EMAIL/FTP	\$50.00 /F
MAG TAPE	\$30.00 /F
RUN CHARGE	\$7.50 /M
ZIP TAPE	\$35.00 /F

We believe information provided herewith to be correct but we cannot guarantee the accuracy or results of the marketing campaign.