

LATINO CONNECTION- US MASTERFILE

May 2010

SEGMENTS

16,986,777 Universe / Base Rate	\$80.00 /M
English/Spanish Speaking	+ \$10.00 /M
Fundraisers	\$65.00 /M

DESCRIPTION

The **Latino Connection Masterfile** represents 100% U.S. residents of Latino descent.

This dynamic file employs a unique ethnic modeling system that combines data from a proprietary name table, US Census data and advanced geo-scores to identify households of Latino ethnicity. Data is updated and verified monthly, delivering the most accurate and deliverable file available in today's marketplace.

The scope and level of market penetration on this unique file make it an excellent resource for mailers who are looking for mass market appeal, data enhancements and data append opportunities. Please inquire about our competitive rates for enhancement & appending programs.

Telemarketing is allowed upon script approval.

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 Masterfile applies cutting edge segmentation tools to help direct marketers bridge this critical marketing gap. Call us today for a customized recommendation!

Also Available: **Latino Connection US Active Consumers** with monthly transactional data. Please inquire for details.

TELEMARKETING IS ALLOWED; PLEASE INQUIRE FOR TERMS & APPROVAL

Contacts:

Terry Hudock
 Phone: 203.698.0708
 Fax: 203.698.0712
 Email: thudock@soundbeachmarketing.com

Debbie Tether
 Phone: 203.270.8995
 Fax: 203.270.0577
 Email: debtether@soundbeachmarketing.com

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

SELECTS

Presence of Credit Card	\$10.00 /M
Demographic Select	\$10.00 /M
Gender/Sex	\$7.50/M
Age of Adult	\$10.00/M
Homeowners	\$10.00 /M
Presence of children (by age)	\$10.00/M
Income	\$10.00/M
Spanish/English Speaking	\$10.00/M
Phone Numbers (DNC compliant)	\$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



2 Rocky Point Road • Old Greenwich, CT 06870
 Phone: 203.698.0708 Fax: 203.698.0712
thudock@soundbeachmarketing.com