

LATINO CONNECTION- US MASTERFILE

January 2012

SEGMENTS

17,523,095	US Masterfile - Universe / Base Rate	\$80.00 /M
2,851,659	US Latino Active Consumers	\$80.00 /M
527,874	Active Consumers Mo. Hotline	+\$10.00 /M
862,025	Active Consumers 90 Day Hotline	+ \$5.00/M
1,963,568	Spanish Language Responders	\$90.00/M
457,098	Spanish Language Responders Monthly Hotline	+ \$10.00/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.

The **Spanish Language Responders** file represents US households that have responded to Spanish Language promotions to purchase merchandise or make contributions to fundraising appeals. Data is culled from major direct marketers who specialize in reaching the Spanish speaking community. Consumers have purchased merchandise & services, Spanish language magazines & periodicals & made donations to various charities. Average purchase: \$50

The **US Active Consumer** file is a 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.

Please inquire about our competitive rates for enhancement & appending programs.

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!

TELEMARKETING IS ALLOWED; PLEASE INQUIRE FOR TERMS & APPROVAL

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



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SELECTS

FUNDRAISERS	\$65.00 /M
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
Spanish Language Responders Select:	
Donors/Readers/New Movers	\$10.00 /M

GENDER PROFILE

Male:	50%
Female:	50%

MINIMUM ORDER

Quantity:	10,000
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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

