

NEW LIST!!

LATINO CONNECTION- Spanish Language Responders

May 2010

SEGMENTS

1,992,565 Universe / Base Rate	\$90.00 /M
410,293 Monthly Hotline	+ \$10.00 /M
Select: Donors Readers New Movers	+ \$10.00/M

DESCRIPTION

100% Direct Response generated, responders to Spanish Language offers.

This dynamic new 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.

Source: Direct Mail, TV, Telemarketing.

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.

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

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
Phone Numbers (DNC compliant)	\$20.00/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