



datacard

# Chilean Leading Consumers

**Counts Through April 2010**

**Updated May 2010**

**Overview:**

8,674,000 Chilean Consumers \$US - 280/M

**Description:**

Home addresses of individuals 18 years and older classified by Socio-Economic level. The Chilean Leading Consumer Database has one of the highest levels of address accuracy of any list in Chile. All records are updated continuously from various sources including: return mail, telemarketing, and directories. Some selections include:

**ESTIMATED YEARLY INCOME CLASSIFICATION:**

Over \$100,000(AB) 50,000

\$50,000 - \$100,000 250,000

\$20,000 - \$50,000 800,000

\$8,000 - \$20,000 1,200,000

**Source**

Source- Telemarketing - Directories  
Location- 70% Santiago

**Gender Profile**

67.0 % Male  
0.0 % Female

**Selection Charges**

GEO SELECT	\$10.00/M
PHONE NUMBER	\$50.00/M
INCOME SELECT	\$10.00/M
GENDER/SEX	\$10.00/M
AGE	\$10.00/M
SIC CODE	\$10.00/M
PROFESSION	\$10.00/M
BUSINESS ADDRESS (7%)	\$10.00/M

**Output Media**

DISKETTE	\$50.00/F
EMAIL	\$50.00/F
MAG TAPE	\$50.00/F
LABELS	\$50.00/F

**Update Schedule**

Quarterly

**Minimums**

5,000 Quantity

**STANDARD TERMS**

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date. Cancelled orders are subject to a \$100 fee, \$10/M run charges, plus selects and shipping.

**For further information please contact our List Management Department at:**

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