



datacard

Se Habla Espanol- Self Reported Spanish Speaking MOB

Counts Through April 2010

Updated May 2010

Overview:

448,041 3 month hotline \$75 +\$5/M
167,673 1 Month Hotline \$75 +\$10/M
2,615,517 Masterfile \$75/M

Description:

These Spanish Speaking, recent Mail Order Buyers have confirmed their buyer status by filling out lifestyle surveys or responding to marketing surveys over the telephone. The question they were asked was "have you made a mail order purchase in the last 90 days and will you do so again in the next 90 days?"

This file is a completely unique source of names for mailers targeting Hispanic Americans at home. It is one of the larger files of confirmed, self-reported spanish speakers. Test this list for Spanish speaking magazines, Hispanic language non-profit appeals, financial services, mortgage, insurance, retail, and catalog offers.

Inquire about telemarketing usage

Source

Surveys, festivals, cultural events
100% self-reported

Gender Profile

40.0 % Male
60.0 % Female

Selection Charges

SCF \$5.00/M
STATE \$5.00/M
ZIP \$5.00/M
3 MONTH HOTLINE \$15.00/M
6 MONTH HOTLINE \$10.00/M
12 MONTH HOTLINE \$5.00/M
INCOME SELECT \$5.00/M
GENDER/SEX \$5.00/M
AGE \$5.00/M
PRESENCE OF CHILDREN \$10.00/M
HOME OWNER \$10.00/M
CREDIT CARD BUYERS \$10.00/M
Multi-Family Household \$7.50/M
Internet Savvy On-line Users \$10.00/M

Output Media

FTP \$50.00/F
CD ROM \$50.00/F
DISKETTE \$50.00/F
EMAIL \$50.00/F

Update Schedule

Quarterly

Average Income :

\$50

Average Unit of Sale :

\$50

Cancellation Charge :

\$100.0/F

Minimums

5,000 Quantity
\$5500 Value

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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