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# LIST SERVICE DIRECT INC.

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## ASIAN AMERICAN HOUSEHOLDS

**TOTAL FILE: 2,511,541**

**BASE PRICE: \$65/M**

Asian Americans have a strong interest to learn information that will improve the quality of their lives such as, learning about investments, trying better household products, etc. 93% of Asian Americans live in metropolitan areas, 60% have an income of \$50,000+, and 50% of Asian Americans hold professional positions.

This file is compiled from subscribers, responders, census tract data, and the application of the "LSDI Proprietary Ethnic Encoding System" to a nationwide household database.

### ***SELECTIONS:***

Geography:	\$5/M
Income:	\$5/M
Age:	\$5/M
Gender	\$5/M
Martial Status:	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Donor:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Credit Card Holder:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Child Present:	\$5/M
Telephones:	\$25/M

**Minimum Order: 5,000**

### ***FORMAT:***

Cheshire Labels:	N/C
Pressure Sensitive Labels:	\$10/M
Telemarketing Cards:	\$10/M
Mag Tape/ IBM 3480 Cartridge:	\$25 Flat
CD-ROM/Zip Tape/ Diskette/E-Mail:	\$35 Flat

### ***CANCELLATION POLICY:***

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

### ***UPDATE CYCLE:***

NCOA'd quarterly, new names added monthly.