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# LIST SERVICE DIRECT INC.

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## HISPANIC HOUSEHOLDS

**TOTAL FILE: 8,693,297**

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

There has been a dramatic increase in the U.S. Hispanic population in recent years and it is having a significant impact on the American economy and its cultural landscape. U.S. Hispanic buying power has grown over 156% in the past 7 years to approximately \$452 billion, a phenomenal increase that will keep climbing as the number of Hispanics continues to grow.

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
Marital 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.