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# LIST SERVICE DIRECT INC.

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## MEXICAN HOUSEHOLDS

**TOTAL FILE: 2,920,363**

**BASE PRICE: \$70/M**

There has been a dramatic increase in the U.S. Mexican population in recent years and it is having a significant impact on the American economy and its cultural landscape. Mexicans make up the largest Hispanic group in the U.S.

This file is compiled from subscribers, responders, census track 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

### **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.

**Minimum Order: 5,000**

### **UPDATE CYCLE:**

NCOA'd quarterly, new names added monthly.