
LIST SERVICE DIRECT INC.

Two Christie Heights Street, Leonia, NJ 07605 (201) 585-1447 (800) 371-5487 FAX: (201) 585-1732

E-Mail: info@listservicedirect.com

Visit us on the web at www.listservicedirect.com

July 10, 2002

PUERTO RICAN HOUSEHOLDS

TOTAL FILE: 405,935

BASE PRICE: \$70/M

The Puerto Rican Household Database consists of Puerto Ricans living in the Continental U.S. Puerto Ricans are U.S. citizens with no restriction on their mobility to and from the mainland. 77.8 of Puerto Rican households are family households. The Average number of persons per Puerto Rican households is 3.37.

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
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

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.