

# Hispanic Mail Order Buyers

## Description

These mail order buyers have been compiled from multiple mail order companies and identified as hispanic through data overlays and models.

## List Selections

2,550,610	Hispanic Mail Order Buyers
1,281,370	Spanish Speaking
1,769,845	Hispanics Age 40+ MOB
2,611,590	Hispanic MOB Credit Card Users

Names Thru: 12/31/09  
Next Update: 04/15/10

## List Usage

Direct TV

## Pricing & Selections

Base	\$75.00/M
Recency	\$12.00/M
Homeowner	\$7.00/M
Marital Status	\$7.00/M
30 Day New Mover	\$40.00/M
Length of Residence	\$7.00/M
Age, Gender, Income	\$7.00/M
Presence of Child/Age	\$12.00/M
State, SCF, Zip	\$7.00/M
Cartridge	\$35.00/F
Email	\$75.00/F
CD Rom	\$50.00/F
Running Charges	\$10.00/M
Key Coding	\$3.00/M

## Contact

FOR COUNTS AND ORDERS:

Fred Litzky x.228  
flitzky@databasenet.com

tel (973) 831-4222  
fax (973) 831-1933

\*\*Prices subject to change without notice  
\*\*Prepayment for first-time users

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