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Hispanic's living in America RESPONDERS

TOTAL FILE: 11,902,288

QUARTERLY HOTLINE: 211,918

\$80/CPM

Hispanic consumers purchased \$1.9 billion worth of merchandise last year, according to ABC News And according to Nielsen Media Research, a company that measures television audiences worldwide, these consumers respond well to advertisements for credit cards, sports and music products, cellular phone offers as well as lottery, sweepstakes and magazine subscriptions.

*64% Male

*36% Female

*\$45,000 Median Income

*50% are between the Ages of 25 – 44.

SELECTIONS:

Hotline:	\$10/M
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
Ethnicity:	\$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 Children:	\$5/M
Telephones:	\$25/M

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.