



- A] QUANTITY
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FILE: **HISPANIC AMERICA**

COUNTS THROUGH: **6.15.2007**

A] QUANTITY

QUANTITY	INFO	BASE RATE
5,013,708	Total Universe	\$85/M
5,013,708	Last 12 Months	\$85/M
422,487	Monthly Hotline	Additional \$20/M
1,224,156	Quarterly Hotline	Additional \$10/M
	Fundraising Rate	\$70/M
	Publishers Rate	\$70/M

B] DESCRIPTION

The Hispanic America postal consumer file represents American consumers of Hispanic origin and descent. These Americans are culturally sensitive to issues regarding Religion, Home and Family.

Hispanic Americans are among the fastest growing population segments with rapidly increasing disposable incomes and buying power in the United States. Consumers in the Hispanic America file are selectable by Spanish language spoken.

This file is 60% male and 40% female. The average age is 41 and the average HHI is \$45K with spikes at \$90K and \$115K.

SAMPLE SELECTIONS *Interests*

» Bible & Devotional Reading	534,002
» Dieting & Weight Control	132,088
» Fishing	51,342
» Art & Antique Collecting	46,601
» Golf	77,176
» Snow Skiing	15,035
» Bicycling	107,597

SAMPLE SELECTIONS *Demographics*

» Children Present	1,233,887
» Home Owners	2,872,600
» Boat Owners	3,920
» College Graduates	142,647
» Catholics	5,098,014
» Online Subscriber	135,511
» Cable TV Subscriber	81,473

FILE:
HISPANIC AMERICA

I . O THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	BASE RATE
3 Month Hotline	\$10/M
Child's Age Range	\$10/M
Age Range	\$10/M
Credit Card	\$10/M
Donors	\$10/M
Education Level	\$15/M
Language	\$10/M
Gender/Sex	\$5/M
Home Owner	\$10/M
Income Range	\$10/M
Lifestyle Interests	\$10/M
Mail Order Buyers	\$10/M
Monthly Hotline	\$20/M
Presence of Children	\$10/M
SCF	\$7/M
State	\$5/M
Zip	\$10/M

E] CONTACTEMAIL: DATASALES@MEDIAHEIGHTS.COMDATACARDS: WWW.MEDIAHEIGHTS.COM/DDCTOLL FREE: **800-379-6147 X290**PHONE: **603-749-5511 X290**FAX: **603-749-4280****D] ADDRESSING**

DESCRIPTION	BASE RATE
Key Coding	\$3.5/M
CD ROM	\$75/F
E-mail	\$75/F
FTP	\$75/F

E] ORDERING INSTRUCTIONS

DESCRIPTION	INFO
10,000 Name Minimum	
85% Net Name available on orders 50,000 or more	\$8/M <i>Run Charge</i>
Re-use pricing available	\$70/M <i>+Select</i>
Telemarketing is not available	