

Amalgamated Hispanics

Total Universe:	4,018,110	\$ 90/M
Monthly H/L	88,845	\$ +10/M
Non Profit:		\$ 75/M

There is a debate about one "name" that should be used to identify Latinos and Hispanics....
 Well go no further we have found them and THEY ARE CALLED...

AMALGAMATED HISPANICS

They are bicultural, assimilated, have families, computers, have a purchasing power and are 15% of the total US Market and growing. This group is the most untapped marketplace in the US today. The majority of the file is sourced from major Hispanic websites as 4 out of 10 individuals use the Internet for purchasing products and daily use just like the English speaking market. Their purchasing power is over \$500 Billion strong and growing.

The average age of these savvy consumers is 40, with an average income of \$60,000. This file is recommended for all credit offers, continuity offers, insurance, loans, debt consolidation, publishing, sports, electronics, gadgets and so much more.

Selects:	
Income Range	\$ 6/M
State, Zip, SCF	\$ 6/M
Renter/Homeowner	\$ 6/M
Gender	\$ 6/M
Product	\$ 6/M
Dwelling Type	\$ 6/M
Presence of Children	\$ 6/M
Paid	\$ 6/M

Key Coding	\$ 2.50/M
A/B Split	\$ 5/M
CD Rom	\$ 35/F
Diskette	\$ 35/F
Email	\$ 35/F
P/S Labels	\$ 10/M

Ordering Instructions

- 5,000 name minimum order \$0 minimum payment
- Please inquire about net name
- Exchange is not available
- Broker commission 20% on base
- Agency commission 15% on base
- Reuse – Please inquire
- Please inquire about telemarketing
- Cancellation fee at \$10.00/M

Market:	Consumer
Type:	Direct Mail, Telephone, Email
Opt-In:	Confirmed Opt-in
Geo:	Domestic (US)
Gender:	40% Female 40% Male
Income:	\$60,000
Spending:	\$9.95 Average Order

SOURCE: INTERNET

NET NAME ARRANGEMENT IS AVAILABLE-CALL TO DISCUSS. NO EXCHANGES.

Please contact List Manager at sales@offersinthemail.com



38 E Ridgewood Ave #157, Ridgewood, NJ 07450
 1-877-MAILIST (624-5478) FAX: 1-877-732-8329

Mailers are not responsible for scrubbing against all do not call registries. DMA do not mail lists and either List Manager or List Owner are not responsible for results or mailing contents.