

La Comunidad

Your Link to Hispanic Communities

16,500,000

Total Universe	\$85/M
Quarterly Hotline	+\$11/M
Geo/Gender	+\$11/M
Demographic/Lifestyle	+\$16/M
Phone Numbers	+\$25/M

La Comunidad is a comprehensive database of consumers and households in the U.S., that allows you to reach the Hispanic market by country of origin, language preference, recency of arrival, family composition, online connectivity, to name a few.

The Hispanic population is the fastest growing ethnic group in the U.S, with numbers rapidly reaching 45 million. Tap into this responsive, unsaturated market whose spending power already exceeds \$700 billion!

La Comunidad is identifying valuable data which will enable marketers to effectively reach their target audience. Available with an abundance of selection criteria, the database boasts unparalleled data quality from sources consisting of consumer demographic, self-reported data, life events, automotive information, and transactional data.

These consumers welcome a variety of offers in their mailbox and phone, such as Spanish and bilingual offers, financial, consumer products, publications, insurance, computer/Internet, retail, music, long distance services, money transfers...and more.

Additional Information:

Updates	Quarterly
Minimum Order	10,000
Specifications	Sample Mail Piece Required
	All orders are for one time use.
	85% net name for orders of
	50,000+, run charges \$10/M.
	\$25/F Mag Tape, Cartridge;
	\$50/F Diskette, Email

Selects:

Country of Origin	\$16/M
Language Preference	\$16/M
Credit Card Buyers	\$16/M
DSL/Cable/Dial Up	\$16/M
Radius Marketing	\$16/M
Vehicle Ownership	\$16/M
Direct Mail Responders	\$16/M
Length of Residence	\$16/M
Presence of Children	\$16/M
Homeowner	\$16/M
PRIZM NE	\$16/M
Age	\$16/M
Income	\$16/M
Donors	\$16/M
SOHO	\$16/M



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