

# Spanish Speaking Social Networking Community

1,230,509  
105,287

TOTAL UNIVERSE / BASE RATE \$75.00/M  
Monthly Hotline +\$10.00/M  
Emails +\$20.00/M

## LIST TYPE

Consumer



postal

email

## Description:

The consumers on the Spanish Speaking Social Networking Community file have registered for an online social networking site specifically geared to the Latino community. While connecting with friends and family, members are offered music, videos and games as well as news and features on things like health & beauty, cooking, politics, sports and celebrities. Reach these individuals, who spend an average of 25 hours a week online, for offers ranging from credit cards, insurance, subscriptions, travel, movie/music/book clubs, catalog shopping, sweepstakes and more.

## Source:

Direct Response

## Additional Notes:

**Payment:** VISA and MasterCard accepted.

**Pre-payment:** Required for NEW clients.

**Cancellation:** Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

## SELECTS

Age	\$6.00/M
Catalog Shoppers	\$10.00/M
Credit Card Holders	\$10.00/M
English Speaking	\$5.00/M
Gender	\$6.00/M
Income	\$6.00/M
Magazine Subscribers	\$7.50/M
Music Interests by Type	\$7.50/M
State, Zip, SCF	\$5.00/M
Travelers	\$7.50/M

Please inquire for additional selects.

## MINIMUM ORDER

Postal: 10,000  
Email: 20,000

## DEMOGRAPHICS

48% Female  
51% Male  
Median Age: 26  
Median Household Income: \$23,000

## ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M



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