

CATHOLIC SPANISH SPEAKING LATINOS

SEGMENTS

8,707,368	Total Universe/Base Rate	\$85.00/M
8,707,368	Spanish Speaking Latino Catholics	\$85.00/M
4,617,748	Mexican*	+ \$15.00/M
1,055,264	Puerto Rico*	+ \$15.00/M
508,155	Cuba*	+ \$15.00/M

*NOTE: Origin select not necessarily Spanish Speaking

DESCRIPTION

This list is comprised entirely of Spanish Speaking Roman Catholic Latinos, living within their diocese, and who live within the same zip code where there is a Catholic church.

This is the first ever Catholic overlay file available on the market with these criteria. It has been determined that these individuals' native language is Spanish, and because they live within distance of a Catholic Church, they may have attended Catholic Masses conducted in Spanish.

Enhancements including age, income, dwelling type, gender, and marital status are available

This is a must for all Catholic mailers who are looking to reach a specific nationality, including non-profits, general merchandise, or publications.

Hispanic Origin is selectable (may or may not be Spanish Speaking)

Sample mail piece is required.

Full payment required if cancelled after the mail date. All cancelled orders will be charged a \$50.00F cancellation fee whether or not the order has been run. If the order was run, running charges, shipping, and applicable media fees will apply. All orders cancelled after mail date or merge purge will be billed at full charges.

DATE

UPDATES MONTHLY

MEDIA

Direct response

ADDRESSING

EMAIL \$65.00/F

ADDITIONAL CHARGES

AGE	\$15.00/M
DWELLING TYPE	\$15.00/M
ETHNICITY	\$15.00/M
GENDER/SEX	\$15.00/M
INCOME SELECT	\$15.00/M
MARITAL STATUS	\$15.00/M
Recency	\$15.00/M
SCF	\$7.00/M
STATE	\$7.00/M
ZIP	\$7.00/M

MINIMUM ORDER

5,000

LIST OWNER/MANAGER

-----WEBSITE-----
<http://www.trinitydirect.net>

---MANAGER'S EMAIL ADDRESS---
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