



Hispanic America

Over 12,000,000
Base Price \$40.00 Per Thousand
 Includes Name, Address, City, State, Zip
 Phones: \$20.00/M
Minimum Order: \$200.00

CAS has identified almost 12,000,000 Hispanic households and 21,000,000 individuals in the United States. Hispanics are the fastest growing minority group in the U.S. with more than \$300 billion in buying power. Hispanic households receive an average of 50 direct mail pieces per year, compared to 500 or more in the general population. Hispanic consumers aren't as jaded as the general market and are much more likely to read and respond to direct mail. Demographic data suggest that direct mail is the only effective marketing medium to access this lucrative market. Don't miss out on this tremendous opportunity.

FACTS:

CAS uses a rule based system that applies computer rules for first names, surnames, surname prefixes and suffixes, and geographic criteria in a specific order to identify the ethnicity, religion, and language preference of an individual.

Unlike systems using either exact spelling of surnames, or matching against nationwide lists pre-coded with surnames, CAS uses a comprehensive analysis process that results in both a higher match rate percentage and a higher degree of accuracy, as well as a broader and more precise breakdown of ethnicity / religion / language preference classifications. Competitors may use approaches similar to CAS' or they may use simple geo-coding systems, but their results are nowhere near as robust.

We identify language preference by first identifying unique first names. *For example*, CAS will say a woman whose first name is Marisol probably speaks and thinks in Spanish whether or not her last name is Lopez or Koslowski. *Second*, CAS examines identified surnames with commonly used first names for each surname's ethnicity to predict language preference. For example, the surname Garcia is most often Hispanic while the first name Pablo is common but not unique to Hispanic. CAS will predict that Pablo Garcia speaks Spanish. However, if Pablo's last name were Debrito, which CAS identifies as Portuguese, we would predict that this Pablo is Portuguese and speaks Portuguese.

Selection Level 1:

\$5.00/M

Address Type
 Dwelling Type
 Estimated Age
 Estimated Income
 Estimated Wealth
 Gender
 Homeowner Type
 Household Composition
 Latitude
 Length of Residence
 Longitude
 Marital Status
 Median Home Value
 Median Income
 Median Years in School
 Multi-Family Dwelling Unit
 Nielsen County Code
 Oldest Age at Address
 Percent Black
 Percent Hispanic
 Property Type
 Title

Child Female 6-10
 Child Female 11-15
 Child Female 16-17
 Chile Male 0-2
 Child Male 11-15
 Child Male 16-17
 Child Male 3-5
 Child Male 6-10
 Child 0 - 2 *
 Child 3 - 5 *
 Child 6 - 10 *
 Child 11 - 15 *
 Child 16 - 17 *
 *Unknown Gender
 Exact Age
 Number of Children
 Occupation Type
 Presence of Children

Selection Level 3:

\$15.00/M

Adult Dating Services
 Apparel Interest
 Athletic Lifestyle
 Automobile Interest
 Blue Chip Lifestyle
 Cable Internet Services Users
 College & Higher Education
 Computer Product Interests

Country of Origin
 Cultural Lifestyle
 Date of Birth
 Debt Consolidation Interests
 Do-It-Yourself Lifestyle
 Domestic Lifestyle
 Estimated Home Value
 Fitness Lifestyle
 Good Life Lifestyle
 Health & Fitness
 Home Improvement Interests
 Insurance Interests
 Internet User
 Investor Interests
 Language Preference
 Membership Club Interests
 Military
 Month of Birth
 Occupation
 Online Auction Interests
 Opportunity Seeker
 Outdoors Lifestyle
 Presence of Email Address
 Religion Code
 Surveys & Sweepstakes Interests
 Technology Lifestyle
 Telecommunications SVC Interests
 Travel Interests
 Weight Loss Interests

Selection Level 4:

\$20.00/M

Bank Credit Card
 Finance Company Credit Card
 Gas Credit Card
 Mail Order Donor
 Mail Order Buyer
 Mail Order Responder
 Miscellaneous Credit Card
 Retail Credit Card
 Standard Specialty Credit Card
 Niches & Super Niches
 Travel Credit Card
 Upscale Retail Credit Card
 Upscale Specialty Credit Card

Output Media:

Email \$25.00Min
 FTP \$25.00Min
 Cartridge \$25.00
 CD-ROM \$40.00
 Diskette \$25.00

Selection Level 2:

\$10.00/M

Child Female 0-2
 Child Female 3- 5

DC32011



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