



<p><u>SEGMENTS</u></p> <table> <tr> <td>11,250,000</td> <td>Total Universe /Universe Rate</td> <td>\$95.00/M</td> </tr> <tr> <td>250,000</td> <td>Monthly Hotline</td> <td>+ \$5.00/M</td> </tr> </table> <p><u>DESCRIPTION</u></p> <p>Reach the consumers whose households are not only Hispanic but speak Spanish as their primary language. In addition, these households are also targetable by religion: Catholic, Protestant, etc. This audience is higher responsive to direct mail offers and is prime for offers that are printed in Spanish as we as offers of credit, financial assistance, pre-paid credit cards, catalog proprietary credit and other services.</p>	11,250,000	Total Universe /Universe Rate	\$95.00/M	250,000	Monthly Hotline	+ \$5.00/M	<p><u>DATE</u></p> <table> <tr> <td>UPDATED</td> <td>03/19/2021</td> </tr> <tr> <td>CONFIRMED</td> <td>05/07/2021</td> </tr> </table> <p><u>GENDER</u></p> <p>85% MALE 0% FEMALE</p> <p><u>SOURCE</u></p> <p>Internet/On-Line, Multi Sourced, Opt-in e-mail, Compiled lists, Direct response, Lifestyle questionnaire</p> <p><u>ADDITIONAL CHARGES</u></p> <table> <tr> <td>Religion</td> <td>\$5.00/M</td> </tr> <tr> <td>Spanish SPeaking</td> <td>\$5.00/M</td> </tr> <tr> <td>HH Income</td> <td>\$5.00/M</td> </tr> <tr> <td>Age Indicator</td> <td>\$5.00/M</td> </tr> <tr> <td>Dwelling Type</td> <td>\$5.00/M</td> </tr> <tr> <td>Marital Status</td> <td>\$5.00/M</td> </tr> <tr> <td>Mail Buyer</td> <td>\$7.50/M</td> </tr> </table> <p><u>ADDRESSING</u></p> <p><u>MINIMUM ORDER</u></p> <p>5,000</p> <p><u>SPECIAL INSTRUCTIONS</u></p> <p>List rental agreement and one sample required.</p> <p><u>EXCHANGES</u></p> <p>Exchange is not allowed</p> <p><u>REUSE</u></p> <p>Reuse is not allowed</p> <p><u>NET NAME ARRANGEMENTS</u></p> <table> <tr> <td>Net Name is allowed</td> <td>85%</td> </tr> <tr> <td>Min Qty</td> <td>50,000</td> </tr> <tr> <td>Run Charges</td> <td>\$8.00/M</td> </tr> </table>	UPDATED	03/19/2021	CONFIRMED	05/07/2021	Religion	\$5.00/M	Spanish SPeaking	\$5.00/M	HH Income	\$5.00/M	Age Indicator	\$5.00/M	Dwelling Type	\$5.00/M	Marital Status	\$5.00/M	Mail Buyer	\$7.50/M	Net Name is allowed	85%	Min Qty	50,000	Run Charges	\$8.00/M
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