Listopedia Consortium
Consumers by Ethnicity

5,383,043	**Total Universe/Base Rate**	**$120/M**
	Email	**$120/M**
	Postal	**$120/M**

The Consumers by Ethnicity file is a diversified database of multi-cultural consumers who are a premiere audience to receive offers that target their ethnic culture.

Partial listing of ethnicities include:
African-American
Asian
European
French
German
Hispanic
Irish
Italian
Jewish
Russian

Please call for additional selects.

Recommended Usage: Test this file for ethnic oriented merchandise, travel, credit cards, subscriptions, entertainment, dining and more.

Special Instructions:
Minimum order is 10,000 records. Prepayment required for first time renters. Net terms available with approved credit. Turnaround time is 24-72 hours. Orders cancelled after email deployment or data processing require payment in full.

MAG List Code	**TLC032**
Minimum Order	**10,000**
List Type	**Consumer**
Opt-In	**Confirmed Opt-In**
Source	**Internet/On-Line**

SELECTS

Age	No Charge
Age of Children	No Charge
Ethnicity	No Charge
Gender	No Charge
Geography	No Charge
Home Owner	No Charge
Household Income	No Charge
Income	No Charge
Lifestyle Select	No Charge
Marital Status	No Charge
Monthly Hotline	No Charge
Presence of Children	No Charge

ADDRESSING

Additional Creative	$250/F
CD Rom	No Charge
Electronic Fulfillment	No Charge
Email Testing	No Charge
Run Charge	$10/M
Suppression <250K	$300/F
Suppression >250K	$500/F
Tracking	No Charge

Sample Mailing Piece Required

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