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# LIST SERVICE DIRECT INC.

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## CUBAN HOUSEHOLDS

**TOTAL FILE: 109,990**

**BASE PRICE: \$70/M**

Cuban Americans represent the third largest Hispanic subgroup in the United States. Cubans have a median age of 39. 78.8 % of Cuban households are family households. The Average number of persons per Cuban households is 2.81.

This file is compiled from subscribers, responders, census track data, and the application of the "LSDI Proprietary Ethnic Encoding System" to a nationwide household database.

### ***SELECTIONS:***

Geography:	\$5/M
Income:	\$5/M
Age:	\$5/M
Gender	\$5/M
Marital Status:	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Donor:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Credit Card Holder:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Child Present:	\$5/M
Telephones:	\$25/M

**Minimum Order: 5,000**

### ***FORMAT:***

Cheshire Labels:	N/C
Pressure Sensitive Labels:	\$10/M
Telemarketing Cards:	\$10/M
Mag Tape/ IBM 3480 Cartridge:	\$25 Flat
CD-ROM/Zip Tape/ Diskette/E-Mail:	\$35 Flat

### ***CANCELLATION POLICY:***

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

### ***UPDATE CYCLE:***

NCOA'd quarterly, new names added monthly.