

LIST SERVICE DIRECT INC.

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AMERICA'S ETHNIC DATABASE

TOTAL FILE: 102,543,837

BASE PRICE: \$65/M

African American	6,831,705	Greek	267,304	Polish	1,040,326
Arabic	510,100	Hungarian	305,402	Portuguese	321,002
Chinese	931,822	Icelandic	1,491	Russian	385,805
Czechoslovakian	234,202	Indian	420,559	Scottish	6,838,487
Danish	524,756	Irish	5,382,588	Spanish	8,693,297
Dutch	1,996,881	Italian	3,467,015	Swedish	992,589
English	27,032,980	Japanese	356,539	Thai	26,048
Estonian	17,318	Israeli	161,074	Turkish	35,810
Finnish	131,335	Korean	315,271	Ukrainian	84,574
French	2,382,024	Lithuanian	47,772	Vietnamese	417,950
German	6,499,831	Norwegian	417,864	Welsh	2,913,841
		Filipino	167,077		
		RELIGIONS			
Buddhist	1,327,085	Greek	267,304	Protestant	49,829,846
Catholic	24,903,064	Ortho.		Shinto	356,539
Eastern Orthodox	503,493	Islamic	608,022	Sikh	28,846
		Jewish	3,318,324		

This file is compiled from responders, surveys, Census Tract information 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
Home Value:	\$5/M
SFDU/MFDU:	\$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.