

**BIOTECH RESEARCH HISPANIC BUYERS**

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5,000 2006-2009 SPANISH SPEAKING BUYERS \$130/M+\$10/M

THESE HIGHLY RESPONSIVE BUYERS OF VARIOUS PRODUCTS INCLUDING DIETS, BEAUTY AIDS, PERFUME AND MORE, HAVE RESPONDED TO A SPANISH SPEAKING MAIL PIECE.

REACH THE FASTEST-GROWING MINORITY GROUP, THE HISPANIC POPULATION. REPRESENTING OVER 14% OF THE U.S. POPULATION, THESE CONSUMERS' BUYING POWER IS ON THE RISE AS THEY SEEK VARIOUS PRODUCTS AND SERVICES. THESE HISPANIC BUYERS ARE A TARGET FOR ALL GENERAL MERCHANDISE, TRAVEL, INSURANCE, HEALTH & BEAUTY OFFERS AND MORE.

AVG UNIT/SALE: \$40

SOURCE: DIRECT MAIL

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

**SPBIOTECH**

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APRIL 2009

MATERIAL :  
E-MAIL \$50/F

SELECTIONS:  
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000