

# Hispanic College Students

**Total Universe: 398,010**  
**Base Rate: \$80.00/M**



visit us online at [amerilist.com](http://amerilist.com)

## Description Summary

Colleges all across the U.S. have very diverse student bodies, with tremendous mixtures of different races and ethnic backgrounds. The AmeriList Hispanic College Student database offers one of the largest, most accurate segmented student files in the youth market. We make it easy to reach over 300,000 Hispanic college students by mail and now you can reach over 100,000 Hispanic college students by phone. With our file you will be able to target Hispanic college students by age, interests, hobbies and much more!

## How Our Data is Compiled

Our data is compiled using more sources than any other compiled consumer database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transaction Data. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

## Consider the Facts

- Enrollment among Hispanic students has recently surpassed that of Caucasian students.
- The number of 18 to 24-year-old Hispanics enrolled in college has increased by 22%
- The most popular major among Hispanic college students is Business
- 50% of Hispanic College students attend college and/or live in California, Florida, and Texas.

## Recommended Usage

Our Hispanic College Students database is perfect for credit card offers, travel agencies, retail stores, educational services, cell phone offers, car dealers, real estate agents, politicians, health services, and more.

## Popular Selections (for additional selections please inquire)

Individual Age	\$10.00/M	Religion	\$5.00/M	Credit	\$5.00/M
HH Income	\$5.00/M	Lifestyle	\$5.00/M	Education	\$5.00/M
Marital Status	\$5.00/M	Gender	\$5.00/M	Dwelling Type	\$5.00/M

## List ID

ALD714

## Market Type

B2C, U.S. Consumer

## List Channels

Postal & Telemarketing

## Source

University Enrollment, Lifestyle questionnaire, Controlled circulation, Opt-in e-mail, Internet/On-Line, Direct response

## Output Options

Electronic, Printed

## Update Cycle

Monthly

## Minimum Order

Quantity: 5000  
Price: \$400

## Net Name

Floor: 85%  
Minimum Quantity: Inquire  
Run Charge: Flexible

## Exchanges

Available

## Reuse

Available 50%

## Cancellation Charges

All orders canceled after shipping will be billed at 50% of the original order, in addition to any applicable shipping charges.

## Commission

A standard 20% broker/agency commission is extended to all trade partners

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

Sales Leads • Mailing Lists • Email Marketing • Telemarketing Lists • List Management • List Brokerage • Data Processing

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