

VIVA Hispanic High School Students



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Total Universe: 1,220,125
Base Rate: \$85.00/M

Description Summary

Many of these high school students are aspiring to go to college and are receptive to educational offers and scholarships for colleges, universities and vocational or technical schools. Being that the Hispanic population in America is always on the rise, marketing to this group of consumers would be highly beneficial to your marketing campaign. This data is updated monthly, and can be segmented by a variety of demographics and psychographics. Don't miss out on these valuable prospects to promote your product or service!

How Our Data Is Compiled

Our VIVA Hispanic High School Students Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

Consider The Facts

- In 2015, about 77.8% of Hispanic high school students graduated
- The Hispanic high school student graduation rate jumped 6.6% between 2010 and 2015

Recommended Usage

This database is recommended for companies looking to market to Hispanic high school students, such as universities, scholarship programs, financial aid, technology, retail, school supplies, dorm supplies, healthcare, and more.

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$325.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

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

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

HH Income
Degree Earned
Dwelling Type

Language Spoken
Buying Habits
Hobbies & Interests

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

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