

DESCRIPTION OF DATABASE

This file contains the business email addresses of physicians and other prescribers including nurse practitioners and physicians' assistants in the SK&A Office-Based Physicians database. Every email is matched to a name, business address, phone number and fax number. These providers can be targeted by 89 practice specialties. All email addresses are CAN-SPAM compliant, permissioned and business domains only. The names and email addresses are 100% telephone-verified every six months in the SK&A Research Center and updated daily for release.

Offers excellent results for: broadcasting product recalls or warnings, introducing surgical equipment or medical supplies, recruiting job professionals, promoting CME programs and webinars, detailing pharmaceutical products, surveying physicians, and more.

FUNCTION SELECTS

Administrator	10,921
Allied Health Professionals	9,473
Business Manager	1,005
Chief Executive Officer	2,688
Chief Financial Officer	1,096
Chief Information Officer	304
Chief Operation Officer	1,605
Director of Audiology	1,207
Director Of Laboratory	902
Director of Marketing	332
Director of Nursing	6,619
Director of Quality Assurance	136
Hospitalist	3,688
Insurance/Billing Supervisor	4,363
Licensed Practical Nurse	4,486
Licensed Vocational Nurse	644
Medical Assistant	15,196
Medical Director	11,059
Miscellaneous	70
Nurse	2,852
Nurse Midwife	2,314
Nurse Practitioner	32,257
Office Manager	46,392
Personnel Director	2,021
Pharmacist	271
Physical Therapist	1,836
Physician	369,143
Physician Assistant	25,163
President	871
Purchasing Manager	271
Radiology/X-Ray Supervisor	420
Receptionist/Secretary	25,416
Registered Dietitian	669
Registered Nurse	12,423
Social Worker	5,626
Supervisor of Medical Records	1,296
Technician	293
X-Ray/Radiology Tech	117

This card was updated on 3/13/12. For more information call SK&A directly at:

Corporate Office

Irvine, CA: (800) 752-5478

Brokers Welcome

- Available by Name & Title

PRICING AND SELECTION

Email Base Price	\$425/M
Phone Numbers	\$55/M
Fax Numbers	\$75/M
Min. Order (3,000 names)	\$1,500
Set-up Fee	\$175/ea.
Personalization	\$150/ea.
Suppress Client File	\$300/ea.
Creative Conversion/Design	\$500 min.

DELIVERY FORMATS

E-mail/FTP-\$100.00, Labels-\$20.00/M, CD-ROM-\$75.00 **Inquire about other options.**

TERMS AND CONDITIONS

Payment Terms: All payments due upon receipt of invoice. Pre-payment required with first order for new mailers. Late charge 2% per month. **Sample mailpiece required.** Annual volume usage agreement available.

*SK&A makes every effort to validate the accuracy of lists that it creates and guarantees its data to be 100% deliverable if mailed via First-Class Mail within 30 days of invoice date. This guarantee can only be extended to our own verified data and can not be extended to any third party data (brokered lists). For additional information see our Business Terms & Conditions online: www.skainfo.com