



Nurses Email Database

By SK&A: **805,732**

DESCRIPTION OF DATABASE

This database represents nurses who have elected to receive third-party email marketing from partnered sites. The file is also enhanced with lifestyle information and quarterly NCOA updates. The list can target contacts by specialty at home email addresses. They are also selectable by many leisure and lifestyle enhancements such as home value, magazine- and book-buying habits, pets, children, phone numbers and more. Year of license issue date and license specialties can also be segmented within this group.

Offers excellent results for: marketing and advertising for continuing education programs, recruiting, journal subscriptions, medical supplies, uniforms and attire, patient compliance programs and pharmaceuticals.

FUNCTION SELECTS

AMOUNT

License Practical Nurses	176,350
Nurses Assistants	58,359
Registered Nurses	571,023

SEGMENTS

U.S DOLLAR

1,065,054

Total Universe/ Base Rate	\$250/M
Postal Address	\$75/M
Redeployment to emails opened	\$215/M

This card was updated on 12/2/11.
For more information call SK&A directly at:

Corporate Office

Irvine, CA: (800) 752-5478

Brokers Welcome

- **100% Individual State License Records**

PRICING AND SELECTION

Age	\$15/M
Age of Child if applicable	\$15/M
Creative Split per deployment	\$250/each
Ethnicity	\$15/M
Gender	\$5/M
Home Value	\$15/M
Homeowner	\$15/M
Creative Image Hosting	\$500/each
Income	\$15/M
License Issue Year	\$10/M
License Type	\$10/M
License Select	\$15/M

Run Charges: INQUIRE

SCF	\$5/M
Specialty	\$10/M
State	\$5/M
Telephones	\$40/M
ZIP	\$6/M
Personalization	\$150
Creative set-up	\$150
Suppression	\$300/each

MINIMUM EMAIL ORDER \$1,500

MINIMUM POSTAL ORDER \$750

CANCELLATION FEE \$500

KEY CODING \$5/M

TERMS AND CONDITIONS

Orders cancelled after mail date, require payment in full. All cancelled orders will be billed at a fee of \$500 in addition to run charges of \$15/M.