



Affluent Consumers Employed in Healthcare

By SK&A: **1,304,356**

DESCRIPTION OF DATABASE

This file consists of affluent professionals who are employed in the healthcare industry. Their various income levels make them ideal targets for any company promoting discretionary-income products. As management-level decision makers, they are excellent prospects for business products companies.

List Source: 100% phone-verified.

Offers excellent results for: Credit & investment, luxury items, health & fitness, consumer & business catalog mail-order.

1,304,356 PROFESSIONALS

SELECTIONS

INCOME

\$100,000 +	722,580
\$70,000 - \$99,999	151,155
\$40,000 - \$69,999	430,621

GENDER

Female professionals	572,633
Male professionals	594,735
Gender Unknown	136,988

Computer users	1,297,276
E-mail users	179,693
60-day re-verify hotline	301,878
60-day new hotline	22,854
Phone numbers	313,232
Fax numbers	268,842

Also selectable by Job Function

DECISION MAKERS AT THE FOLLOWING SITES

Chain Pharmacy National Headquarters	1,561
Group Medical Practices and/or Surgicenters	828,390
Home Health Care Organizations	17,799
Hospitals	194,434
HMOs/PPOs	2,994
Integrated Health Care Organizations	3,904
Nursing Homes	88,771
Pharmaceutical Companies	3,585
Pharmacies	162,918

This card was updated on 11/7/08. For more information call SK&A directly at:

Corporate Office

Irvine, CA: (800) 752-5478

Brokers Welcome

- Available by Name & Title
- Updated Monthly
- Guaranteed 100% Deliverable

PRICING AND SELECTION

Base Price	\$100.00/M
Title Selects	\$10.00/M
Volume Pricing Available (call for more details):	
100K - 200K	\$90.00/M
200K - 300K	\$85.00/M
300K - 400K	\$80.00/M
Demographic Selections	\$15.00/M
60-Day Hotline	\$15.00/M
Phone Numbers	55.00/M
Gender	\$10.00/M
State/SCF	\$10.00/M
Key-Coding up to 8 Digits	\$5.00/M
Minimum Order (5,000 names)	\$675.00 flat

DELIVERY FORMATS

E-mail - \$75.00, Labels - \$15.00/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