



Affluent Consumers Employed in Healthcare

By SK&A: 1,360,104

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, these contacts are excellent prospects for business-products companies. In addition to income bracket, contacts can be segmented by gender, demographic and email or computer user status.

Offers excellent results for: marketing and advertising for credit and investment, luxury items, health and fitness and consumer and business catalog mail order.

1,357,809 PROFESSIONALS

SELECTIONS

INCOME

\$100,000 +	741,490
\$70,000 - \$99,999	152,338
\$40,000 - \$69,999	431,062

GENDER

Female professionals	563,353
Male professionals	574,100
Gender Unknown	187,437

Computer users	1,318,013
E-mail users	179,693
60-day re-verify hotline	278,243
60-day new hotline	19,348
Phone numbers	307,882
Fax numbers	262,801

Also selectable by Job Function

DECISION MAKERS AT THE FOLLOWING SITES

Chain Pharmacy National Headquarters	1,524
Group Medical Practices and/or Surgicenters	846,128
Home Health Care Organizations	17,714
Hospitals	197,949
HMOs/PPOs	2,988
Integrated Health Care Organizations	4,885
Nursing Homes	90,728
Pharmaceutical Companies	3,616
Pharmacies	159,358

This card was updated on 8/18/10. 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/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