

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	9,514
Allied Health Professionals	7,866
Director of Audiology	1,053
Business Manager	882
Chief Information Officer	290
Chief Financial Officer	1,012
Chief Operation Officer	1,340
Chief Executive Officer	2,395
Director of Nursing	5,857
Physician	328,359
Hospitalist	2,887
Insurance/Billing Supervisor	3,518
Licensed Practical Nurse	3,960
Director Of Laboratory	835
Licensed Vocational Nurse	592
Director of Marketing	295
Medical Assistant	13,429
Medical Director	9,749
Miscellaneous	83
Supervisor of Medical Records	1,199
Nurse Midwife	2,012
Nurse Practitioner	26,316
Nurse	2,208
Office Manager	44,987
Physician Assistant	20,841
Personnel Director	1,753
Pharmacist	209
Physical Therapist	1,637
President	903
Purchasing Manager	254
Director of Quality Assurance	133
Registered Dietitian	497
Registered Nurse	11,235
Radiology/X-Ray Supervisor	409
Receptionist/Secretary	19,818
Social Worker	3,522
Technician	2,809
Radiology Technologists/X-ray	1,135

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

PRICING AND SELECTION

Email Base Price	\$425/M
Phone Numbers	\$55/M
Fax Numbers	\$75/M
Min. Order (4,700 names)	\$2000
Set-up Fee	\$175/ea.
Personalization	\$150/ea.
Suppress Client File	\$300/ea.
Creative Conversion/Design	\$500 min.

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