

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	10,898
Allied Health Professionals	9,503
Director of Audiology	1,202
Business Manager	1,001
Chief Information Officer	307
Chief Financial Officer	1,087
Chief Operation Officer	1,579
Chief Executive Officer	2,644
Director of Nursing	6,592
Physician	365,431
Hospitalist	3,625
Insurance/Billing Supervisor	4,268
Licensed Practical Nurse	4,429
Director Of Laboratory	906
Licensed Vocational Nurse	639
Director of Marketing	329
Medical Assistant	14,777
Medical Director	10,967
Miscellaneous	85
Supervisor of Medical Records	1,296
Nurse Midwife	2,277
Nurse Practitioner	31,450
Nurse	2,793
Office Manager	45,850
Physician Assistant	24,667
Personnel Director	2,052
Pharmacist	258
Physical Therapist	1,800
President	876
Purchasing Manager	269
Director of Quality Assurance	141
Registered Dietitian	655
Registered Nurse	12,355
Radiology/X-Ray Supervisor	419
Receptionist/Secretary	21,862
Social Worker	4,342
Receptionist/Secretary	3,338
Social Worker	1,211
Technician	234
X-Ray/Radiology Tech	106

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

● 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