

## HIGH QUALITY EMAIL ADDRESSES TO TARGET PHYSICIANS AND OTHER HEALTHCARE PROFESSIONALS

Save money and get better results with SK&A's new 100% phone-verified database of healthcare email addresses

### Announcing Two Special Promotions for November to Help You:

- ✓ Reach more targets
- ✓ Get double the frequency
- ✓ Append missing email data
- ✓ Improve delivery rates
- ✓ Compare our quality and service

#### Two-for-One Email Deployment

**Purchase one email deployment package from SK&A and get the second deployment at no cost!**

Second deployment must be the same data set and used within 30 days of original deployment. Program requires a 6,000-record minimum order to qualify. \$175 set-up fee applies. Offer for SK&A data plus deployment service. Third-party data does not qualify. Other service fees may apply.

Contract must be signed in November 2009. Hurry, this offer expires November 30, 2009.

#### Save a Dollar on Email Append

**Save 30% now! Our price for one-year unlimited email append or release of emails drops from \$4.25 per email to \$3.25 per email! Plus you receive one free "refresh" of data 30 days after purchase!**

Minimum purchase to qualify for this program is 1,000 records. Offer for SK&A email data. Third-party data does not qualify. Other restrictions may apply. Contract must be signed in November 2009. Hurry, this offer expires November 30, 2009.

[Request a Quote for Physician Email Addresses](#)  
[Request a Quote for Hospital Email Addresses](#)

## Four Tips for Testing Your Email Campaigns

When it comes to email testing, you can't overplan or overanalyze, according to a new white paper from Experian Marketing Services. "A Guide to Effective Email Testing" confirms what many of us already know: healthcare companies aren't testing as much as they should be and, when they do, they often have it all wrong. [Read article](#)

### SK&A email quality. There's no comparison!

- ✓ 100% telephone phone-verified by SK&A
- ✓ Business-only addresses
- ✓ Matched to active contact and practice
- ✓ Permissioned by SK&A
- ✓ CAN-SPAM compliant

### Service that makes the difference!

- ✓ Expert and fast order counts
- ✓ 5-7 day turnaround on orders
- ✓ Consulting on creative and best practices
- ✓ Suppression services
- ✓ Personalization capabilities
- ✓ Opt-out management
- ✓ Full performance reporting

About SK&A Information Services, Inc. Celebrating its 27<sup>th</sup> anniversary, SK&A researches and maintains contact and profiling information for over two million healthcare practitioners, including 800,000-plus prescribers. SK&A's information supports client initiatives for pharmaceuticals, medical devices, managed healthcare, publishing, medical education, recruiting and direct marketing. SK&A's customers include many of America's most recognized healthcare and pharmaceutical institutions.

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