



COMPLETE MEDICAL'S CERTIFIED NURSES AIDES (CNAs) – 1,473,228

Certified Nursing Aides handle routine work in the general care of patients. These state licensed professionals work under the direction of nursing and medical staff. Nursing Aides' duties depend on training, experience and type of health care facility.

With over 120 demographic and lifestyle selections available, you can segment these professionals as never before. They are excellent prospects for continuing education, journals and other professional literature, uniforms, seminars, recruitment, as well as many consumer offers, such as vacations, credit cards, magazines, apparel and much more.

See why Complete Medical Lists is *the* source for medical and allied health professionals:

- NCOA'd every six weeks and again the day your file ships... guaranteed!
- 50% telephone number coverage and DNC scrubbed every 30 days... guaranteed!
- Numerous household demographic and lifestyle selections (see next page)

Key Segments

| | | |
|-----------|-------------------------------|------------|
| 1,473,228 | Total Certified Nursing Aides | \$65.00/M |
| 751,346 | With telephone numbers | +\$15.00/M |

Segment Profile

Certified Nursing Aides at home address are selectable by license type and over 120 demographic and lifestyle selections (see next page).

Selection Charges

| | | | | | |
|---------------|-------------|----------------|-------|-----------|--------|
| Base Minimum | 3,000 Names | Gender | \$5/M | Key Code | \$2/M |
| Nurse Type | \$5/M | HH Income | \$5/M | Email/FTP | \$25/F |
| Phone Numbers | \$15/M | Marital Status | \$5/M | Diskette | \$25/F |
| Reg. State | \$5/M | SCF/Zip Code | \$2/M | CD Rom | \$25/F |
| Age | \$5/M | P/S Labels | \$8/M | Mag Tape | \$25/F |

Commissions

Broker: 25%

Cancellations

Charges: \$8/M, \$50 Minimum

Net Name

Net: 85%
Min. Qty: 50,000
Run Charges: \$10/M

Terms & Conditions

Allow 1-3 working days to process order. Payment due 30 days from mail date. Cancellations after mail date are due in full. Net name arrangements negotiable. 25% commission to recognized brokers on base rate/minimum. Unlimited usage, 2x base/minimum plus selection and output material charges.

Contacts

| | | |
|-----------------|--|-------------------|
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| Bill Woods | bwoods@cml-llc.com | 914-771-6640 |

See other side for additional demographic and lifestyle selections



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Demographic and Lifestyle Selections

| Demographics - \$5/M Additional EXCEPT where noted | Lifestyles - \$10/M Additional EXCEPT where noted | |
|---|--|---|
| <p>Age Gender Marital Status Income # of Children Children by Age Presence of Children Education County Size Code Occupation Credit Cards Dwelling Type Homeowner / Renter Code Length of Residence Home Value - \$10/M</p> <p>Net Worth - \$15/M Income Producing Assets - \$15/M Prizm NE - \$15/M Psyche - \$20/M ConneXions - \$20/M Niches - \$15/M Religion - \$15/M Ethnicity - \$15/M</p> | <p>Buying Habits Mail Responder Mail Buyer Mail Donor</p> <p>Buying Medium Catalog Purchaser Internet Purchaser Retail Purchaser</p> <p>Interests Art/Antique collecting Avid book reading Bible/Devotional reading Casino Gambling Collectibles Contests/Sweepstakes Crafts Cultural/Art events Our Nation's Heritage Photography Sewing/Needlework Stamp/Coin collecting</p> <p>Electronics Cable TV viewing Home video recording Personal/home computer Pre-recorded videos Stereo/Records/Tapes/CDs Video games Other electronics</p> <p>Sports Extreme Sports Golf NASCAR enthusiast Skateboarding Snowboarding Snow skiing Soccer Tennis Watching sports on TV</p> <p>Power Sports Own a All Terrain Vehicle - \$15/M Own a Boat - \$15/M Own a Motorcycle - \$15/M Own a Personal Watercraft - \$15/M Own a Recreational Vehicle - \$15/M Own a Snowmobile - \$15/M</p> <p>Payment Method Credit Card Cash, check or money order</p> | <p>Travel Airline Club Cruise ship vacations Foreign travel Travel for business Travel for pleasure Travel in the USA</p> <p>Home Any pet (non-specific) Automotive work Dining/Home cooking Fashion clothing Gardening Gourmet cooking/fine foods Grandchildren Have a swimming pool Home furnishing/decorating Home improvement projects Home workshop Own a cat Own a dog Wines</p> <p>Health and Fitness Dieting/Weight control Health/natural foods Physical fitness/exercise Rollerblading Running/Jogging Self-Improvement Walking for health</p> <p>Contributors Charities/Volunteer activities Community/Civic Activities Current Affairs/Politics Other charitable causes Veteran contributor Wildlife/Environmental issues</p> <p>Outdoors Bicycling Camping/Hiking Fishing Horseback riding Hunting/Shooting Mountain Biking Hunting Licenses - \$15/M Fishing Licenses - \$15/M</p> <p>Personal Finance Moneymaking opportunities Mutual fund investments Real estate investments Stock/Bond investments</p> |