



## COMPLETE LICENSED CHIROPRACTORS – 27,359

These licensed professionals take a holistic approach to health care, stressing the patient’s overall health and wellness. They diagnose and treat patients whose health problems are associated with the body’s muscular, nervous, and skeletal systems, especially the spine. Chiropractic is the fastest-growing and second-largest primary health care profession in the U.S., spread from rural areas to inner cities, with over 30 million consumers making chiropractic a regular part of their health care program. These medical professionals are excellent prospects for professional, business, and continuing education offers, as well as for luxury items, professional recruitment, vacations, financial offers and much more.

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

- NCOA’d every six weeks... guaranteed!
- 50% telephone number coverage and DNC scrubbed every 30 days... guaranteed!
- Numerous household demographic and lifestyle selections (see next page)

**Key Segments**

27,359	Total Licensed Chiropractors	\$60.00/M
13,953	With telephone numbers	+\$15.00/M

**Segment Profile**

Licensed Chiropractors are selectable by over 120 demographic and lifestyle selections (see next page).

**Selection Charges**

Base Minimum	3,000 Names	SCF/Zip Code	\$2/M	Key Code	\$2/M
Address Type	\$2/M	P/S Labels	\$8/M	Email/FTP	\$25/F
Phone Numbers	\$15/M	Marital Status	\$5/M	Diskette	\$25/F
Reg. State	\$5/M	Mag Tape	\$25/F	CD Rom	\$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 fully due. Net name arrangements negotiable. 25% commission to authorized brokers on base rate. Unlimited usage, 2x base/minimum plus selection and output material charges.

**Contacts**

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**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><b>Buying Habits</b> Mail Responder Mail Buyer Mail Donor</p> <p><b>Buying Medium</b> Catalog Purchaser Internet Purchaser Retail Purchaser</p> <p><b>Interests</b> 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><b>Electronics</b> Cable TV viewing Home video recording Personal/home computer Pre-recorded videos Stereo/Records/Tapes/CDs Video games Other electronics</p> <p><b>Sports</b> Extreme Sports Golf NASCAR enthusiast Skateboarding Snowboarding Snow skiing Soccer Tennis Watching sports on TV</p> <p><b>Power Sports</b> 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><b>Payment Method</b> Credit Card Cash, check or money order</p>	<p><b>Travel</b> Airline Club Cruise ship vacations Foreign travel Travel for business Travel for pleasure Travel in the USA</p> <p><b>Home</b> 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><b>Health and Fitness</b> Dieting/Weight control Health/natural foods Physical fitness/exercise Rollerblading Running/Jogging Self-Improvement Walking for health</p> <p><b>Contributors</b> Charities/Volunteer activities Community/Civic Activities Current Affairs/Politics Other charitable causes Veteran contributor Wildlife/Environmental issues</p> <p><b>Outdoors</b> Bicycling Camping/Hiking Fishing Horseback riding Hunting/Shooting Mountain Biking Hunting Licenses - \$15/M Fishing Licenses - \$15/M</p> <p><b>Personal Finance</b> Moneymaking opportunities Mutual fund investments Real estate investments Stock/Bond investments</p>