



COMPLETE MEDICAL'S HISPANIC NURSES – 601,373

Hispanic healthcare professionals are an integral part of the most dynamic ethnic market in the country. These state licensed nurses offer marketers a unique way to reach this expanding marketplace.

This multi-faceted approach allows you to tailor your offer for the Hispanic market, including recruitment, continuing education, medical publications, seminars, as well as uniforms and equipment, and much more!

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

- NCOA'd regularly and *again* the day your file is delivered ... guaranteed!
- Phones are DNC scrubbed every 30 days... guaranteed!
- Selectable by license type & over 120 household demographic and lifestyle selections to help you target your ideal audience!

Key Segments

601,373	Total Hispanic Nurses	\$75/M
130,269	With Telephone Numbers	+ \$15/M
66,497	With Telephones – DNC Scrubbed	+ \$15/M
57,130	Total with Email Addresses	\$125/M
270,717	Registered Nurse (RN)	+ \$5/M
88,845	Licensed Practicing Nurse (LPN/LVN)	+ \$5/M
14,065	Nurse Practitioner (NP)	+ \$5/M
226,437	Certified Nursing Assistant (CNA)	+ \$5/M
341,588	Spanish Speaking	+ \$15/M

Selection Charges

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

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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See next page 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>