



## eMEDICAL NURSES WITH E-MAIL – 738,714

This highly responsive database is the most complete e-mail listing of Nurses available. Nurses represent the largest single segment of the health care workforce. Their constant certification demands make them a perfect target audience for continuing education, medical publications seminars, as well as uniforms and equipment. Today's ever growing shortage of Nurses makes them ideal prospects for recruitment.

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

- All e-mail addresses have a matching postal address ... guaranteed!
- E-mail transmission fees are included in the base price ... guaranteed!
- E-mail addresses are updated monthly ... guaranteed!
- Matching postal addresses are NCOA'd regularly and again the day your file ships ... guaranteed!
- Matching phone numbers are DNC scrubbed every 30 days ... guaranteed!

### Key Segments

738,714	Nurses with E-mail Addresses	\$125/M
738,714	Total with matching Postal Addresses	+\$65/M
220,621	Total with matching Phone Numbers	+ \$15/M

### Segment Profile

Nurses with e-mail addresses are selectable by nurse license type and over 120 demographic and lifestyle selections (see next page).

### Additional Segments – License type

21,180	Nurse Practitioner	389,149	+\$5/M Registered Nurse (RNs)
112,994	Licensed Practice Nurse (LPNs)	209,022	Certified Nurse Assistants (CNAs)

### Selection Charges

Base Minimum	14,000 Names	Image Hosting (per creative)	\$225/F
Ad copy changes/ Testing	\$25/change; \$150 for complete change after testing	Match-back Processing	\$5/M (\$150 min.)
Cancellations	\$425 flat	Opt-out Link	\$75 per link
Custom Click-Thru Tracking (tracking by link)	\$15/M	Personalization (no charge for first/last name)	\$15/M
Creative Splits	\$200 each	Reporting (in addition to standard 2 & 7 day reports)	\$75 per report
Data delivery fee	\$50/F	Rush fee (less than 48 hours from test approval)	\$350
Domain Filtering	15/M	Suppression	\$225/F
E-mail Design	\$750	Broker commission	20%

### Terms & Conditions

Allow 5-7 working days to process order. Prepayment required for first-time clients. Payment due 30 days from transmission date for all others. 20% commission to authorized brokers on base rate.

### 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 Psycle - \$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>