

# AudienceFirst Insights - Health Insurance

Counts	Segments	Prices
1,270,413	<b>Total Universe/Base Rate</b>	\$90.00/M
	<b>Fundraiser Base Rate</b>	\$80.00/M
165,159	<b>Aetna</b>	+\$10.00/M
110,703	<b>Anthem</b>	+\$10.00/M
344,102	<b>Blue Cross Blue Shield</b>	+\$10.00/M
67,326	<b>Cigna</b>	+\$10.00/M
35,051	<b>Humana</b>	+\$10.00/M
34,201	<b>Kaiser</b>	+\$10.00/M
23,357	<b>Tricare</b>	+\$10.00/M
106,042	<b>United Healthcare</b>	+\$10.00/M
	<b>FTP/Email Delivery</b>	\$65.00/F

## DESCRIPTION

With AudienceFirst Insights- Health Insurance, send your next offer to responders who have self-identified as having insurance or needing health insurance coverage. These responders have also reported some interest in pain relief. A MUST TEST MASTERFILE!

These high value prospects would be ideal for the following causes and offers:

- Health Causes
- Commercial Mailers
- Political Fundraising
- Petitions
- Senior Causes

\*Please inquire about email addresses and telemarketing counts and availability.

## LIST PROFILE & COSTS

**Source:** Online, Responders  
**Minimum Order:** 10,000

## SELECTS

Age	\$10.00/M
Gender	\$10.00/M
Ethnicity	\$10.00/M
Geo/SCF/ZIP	\$8.00/M
Presence of Children	\$10.00/M
Household Income	\$10.00/M
Mail Order Buyer	\$10.00/M
Mail Order Donor	\$10.00/M
Mail Responder	\$10.00/M

## ADDITIONAL DETAILS

20% commission to known brokers. Please provide (4) working days to process all orders. All processed orders cancelled before the mail date will incur a \$50/Flat cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.

## LIST MAINTENANCE

Counts Through	6/30/2020
Last Update	7/20/2020
Next Update	8/20/2020

## CONTACT

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