

AudienceFirst Insights - Medical

| Counts | Segments | Prices |
|-----------|-----------------------------------|------------|
| 5,530,795 | Total Universe/Base Rate | \$85.00/M |
| 57,279 | 30 Day Hotline Rate | \$95.00/M |
| | Fundraiser Base Rate | \$75.00/M |
| 4,369,130 | Allergy Sufferers | +\$10.00/M |
| 284,793 | Type 1 Diabetes | +\$10.00/M |
| 272,282 | Type 2 Diabetes | +\$10.00/M |
| 582,592 | Chronic Migraine Sufferers | +\$10.00/M |
| 804,891 | Living with Cancer | +\$10.00/M |
| 977,249 | Digestive Issues | +\$10.00/M |
| | FTP/Email Delivery | \$65.00/F |

DESCRIPTION

Target responders who have varied interests in and have suffered from medical ailments. Ailments include, but are not limited to Diabetes, Arthritis, Chronic Migraines, Cancer, Gout, Neuropathy, Erectile Dysfunction, Allergies, Sleep Apnea, and Fibromyalgia.

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

- Insurance Offers
- Health Mailers
- Commercial Offers
- Medical Supplies
- Medical Journals/Magazine

*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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Please send clearances & orders to:
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