

# AudienceFirst Insights - Mental Health

Counts	Segments	Prices
6,512,605	<b>Total Universe/Base Rate</b>	\$90.00/M
175,047	<b>30 Day Hotline Rate</b>	\$100.00/M
	<b>Fundraiser Base Rate</b>	\$80.00/M
3,639,929	<b>Anxiety Sufferers</b>	+\$10.00/M
2,872,676	<b>Anxiety/Depression Sufferers</b>	+\$10.00/M
	<b>FTP/Email Delivery</b>	\$65.00/F

## DESCRIPTION

AudienceFirst Insights - Mental Health, powered by AudienceFirst, should be your go-to file when you want to reach responders who have shared that they have Anxiety or Depression. Anxiety disorders are the most common mental illness in the U.S., affecting 40 million adults in the United States age 18 and older, or 18.1% of the population every year.

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

- Health Causes
- Insurance Offers
- Medical Journals

\*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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