

Health Insurance Shoppers

Counts	Segments	Prices
1,573,793	Total Universe/Base Rate	\$80.00/M
273,403	30 Day Hotline Rate	\$90.00/M
	Fundraiser Base Rate	\$70.00/M
	FTP/Email Delivery	\$65.00/F

DESCRIPTION

Send your next mailing to a responder looking for new insurance. These individuals have self-identified as wanting new affordable health insurance.

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

- Commercial Offers
- Insurance Offers
- Family Offers
- Senior Offers
- Medical Supplies/Supplements

*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:
Orders@YourAudienceFirst.com