

Living Strong - Medical Ailments

DATACARD DESCRIPTION

THIS LIST PROVIDES MARKETERS WITH THE PERFECT WAY TO REACH CONSUMERS WHO HAVE STATED A PERSONAL OR HOUSEHOLD AILMENT. INDIVIDUALS LIVING WITH HEALTH PROBLEMS ARE EXTREMELY RECEPTIVE TO MAIL ORDER OR HOME DELIVERY CAMPAIGNS. THIS FILE IS SELECTABLE BY SPECIFIC AILMENT OR HEALTH-RELATED FOCUS, AS WELL AS AGE, INCOME, GENDER AND VARIOUS OTHER CRITERIA, ALLOWING MARKETERS TO EFFECTIVELY PINPOINT A PARTICULAR TARGET MARKET.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
Selections	Counts	Price per/M
Universe	837,681	\$80.00
Allergies	83,497	+25.00
Arthritis	1,392,456	+25.00
Cholesterol	3,969,382	+25.00
Diabetes	367,841	+25.00
Disabled/handicap	947,124	+25.00
Orthopedic	1,451,263	+25.00
Senior needs	236,118	+25.00
Net name arrangement (minimum 25,000), 85%.		

OTHER SELECTIONS

Selections	Rate	Per
Age	\$7.00	M
Ailment Type	\$25.00	M
County	\$5.00	M
Ethnicity	\$20.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Homeowner	\$15.00	M
Income Select	\$7.00	M
Lifestyle Select	\$15.00	M
Presence Of Children	\$10.00	M
SCF	\$5.00	M
State	\$5.00	M
Zip	\$5.00	M
Key Coding	\$3.00	M

LIST SOURCE

	Note
Compiled	Lifestyle Questionnaire

METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	M
Diskette	\$50.00	
E-mail	\$50.00	
Cartridge	\$50.00	
CD ROM	\$50.00	
FTP	\$50.00	

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission to brokers; 10% commission to managers.

RESTRICTIONS

Net name is allowed. Exchange is not allowed. Reuse is allowed. Telemarketing is not allowed.

LIST MANAGER/OWNER

Datamatrix Lists List Manager

List Manager Key Contact Name

732-940-1500 Key Contact Phone

732-940-1501 Key Contact Fax

sales@datamatrixlists.com Key Contact Email

MID

893021

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