



Insurance, Health & Wellness

FILE DESCRIPTION

The individuals in this file have inquired about or signed up for products and services from My Healthcare Authority. My Healthcare Authority connects patients with vendors to receive back and knee braces; topical cream to alleviate joint, back, and neck pain; and samples of various healthcare products and medications.

These individuals respond well to offers relating to pain relief and discounts on medical supplies for their various physical ailments.

FILE BREAKDOWN

2,393,774	Total File (Last 12 Months)	\$115.00/M
1,137,222	Total File (Last 6 Months)	+\$5.00/M
568,611	Total File (Last 3 Months)	+\$10.00/M

Minimum Order: Postal 5,000; Email 10,000

PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F
Transmission Fee	\$40.00/M

EMAIL BROADCAST CHARGES

Email Address	\$160.00/M
Splits - First Pair	\$100.00/F
Each Additional Split	\$75.00/F
Suppression File	\$5.00/M or \$250 min
Test - First 2	No Charge
Each Additional Test	\$100.00/F

SELECTIONS AVAILABLE

Age	\$7.00/M
Donors	\$7.00/M
Gender	\$7.00/M
Health & Wellness	\$7.00/M
Hobbies/Interests	\$7.00/M
Home Value	\$7.00/M
Household	\$7.00/M
HH Income	\$10.00/M
KeyCode	\$2.00/M
Lifestyle/Life Change Event	\$7.00/M
Marital Status	\$10.00/M
Political Affiliation	\$7.00/M
Presence of Children	\$7.00/M
Run Charges	\$10.00/M
Telephone Numbers	\$100.00/M
Zip/SCF/State	\$7.00/M

Postal, Email, Telephone

PROFILE

GENDER: 56% Female
44% Male
AVG AGE: 54
AVG HHI: \$75,000

SOURCE

Internet Direct Response

RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

CONTACT

For more information, contact:

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Updated January 2019

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019



