

PHARMACY SAVINGS PRESCRIPTION DISCOUNT CARD HOLDERS

Health & Wellness

FILE DESCRIPTION

These individuals are money-conscientious and take time to review their financial options, even when it comes to prescriptions. They have registered for the "Pharmacy Savings" card. This card is accepted at over 60,000 pharmacies in the United States and allows users to receive their prescriptions at a 10-85% discount.

FILE BREAKDOWN

| | | |
|---------|-----------------------------|------------|
| 189,062 | Total File (Last 12 Months) | \$115.00/M |
| 176,759 | Total File (Last 6 Months) | +\$5.00/M |
| 67,191 | 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: 55% Female
45% Male
AVG AGE: 52
AVG HHI: \$55,000
AVG SALE: \$0.00

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



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