

# PRESCRIPTION ASSISTANCE

## Health & Wellness

### FILE DESCRIPTION

The individuals in this file have registered to receive a free prescription discount card. The prescription discount cards allow holders to receive up to 75% off prescription medications, even for their pets! Cards are accepted at thousands of pharmacies across the US.

Prescription discount card holders regularly seek out ways to save money on everyday items. Many also have chronic health conditions. Aside from saving money, they enjoy gaming, watching sports, music, reading, and collectibles.

### FILE BREAKDOWN

827,435	Total File	\$115.00/M
419,178	Last 6 Months	+\$5.00/M
198,187	Last 3 Months	+\$10.00/M

Minimum Order: Postal 5,000

### PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F
Email Campaign 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
Ethnicity	\$7.00/M
Gender	\$7.00/M
Health & Wellness	\$7.00/M
Hobbies/Interests	\$7.00/M
Home/Mortgage	\$7.00/M
Household	\$7.00/M
Income	\$10.00/M
Investment Type	\$7.00/M
KeyCode	\$2.00/M
Language	\$10.00/M
Lifestyle/Life Change Event	\$7.00/M
Marital Status	\$10.00/M
Occupation	\$7.00/M
Political Affiliation	\$7.00/M
Presence of Children	\$7.00/M
Religious Affiliation	\$10.00/M
Run Charges	\$10.00/M
Telephone Numbers	\$100.00/M
Zip/SCF/State	\$7.00/M

## Postal, Email, Telephone

### PROFILE

GENDER:	50% Female 41% Male
AVG AGE:	54
AVG HHI:	\$87,400

### 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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**INQUIRE FOR NON-PROFIT PRICING!**

# Updated January 2020

Updated: Quarterly

Names Thru: December 2019

Next Update: April 2020



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