BREAK THROUGH TO OVER 74,000 DENTIST EMAIL ADDRESSES WITH PERMISSIONED, HIGH QUALITY EMAILS PLUS, POSTAL ADDRESSES AND DETAILS FROM THE ADA*

Redi-Data Health delivers the most complete dentist email database in the industry with over 74,000 email addresses nationwide, plus comprehensive details on each dentist from the American Dental Association.* All this creates powerful, dynamic email campaigns with personalized content that get dentists' attention.

With most dentists managing their own practices, you'll be reaching decision makers for virtually everything, including major dental equipment, practice management services, insurance, supplies and more. For even further reach, our email database is 100% Multi-Channel with matching ADA* postal addresses and phone numbers (where available), maximizing your ability to communicate and sell.

FEATURES:
- Permissioned dentist emails
- Dozens of selects
- Postal and phone lists available for powerful multi-channel opportunities
- Emails broadcast through Redi-Data (please inquire for details)
- Programming changes, testing, deployment and sophisticated analytics that track results for continued campaign improvement and success

COLLECTION, MAINTENANCE, QUALITY:
- Updated weekly after permission passing
- Every record multi-sourced and verified
- All opt-outs and bounces removed within 1 hour of deployment of all campaigns
- Postal portions of each record updated with DPV/NCOA

SELECTS INCLUDE:
- Geography, including ZIP radius
- Dental specialty, including oral surgery, endodontics, orthodontics, pediatric dentistry and periodontics
- Dental school, degree, years of experience, practice information and more

SEE REVERSE SIDE FOR PRICING, FULL RANGE OF SERVICES AND MORE

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*Email records are not ADA data

BROADCAST SERVICE PACKAGE

BROADCAST SERVICE: includes list rental and transmission of one email message. Inquire for pricing of multiple messages.

EMAIL TRANSMISSION: includes set-up, two tests, and transmission of text and HTML email message. Email message must be supplied in final broadcast form. Additional charges apply for any specialized graphics including any animation or oversized email messages.

EMAIL SUMMARY REPORT: includes summary information regarding the mailing, seed names added to the mailings, quantity of messages delivered, quantity of messages opened, removes, bad addresses and net names sent. Tracking includes the count of each URL in your email message that the recipient clicked. (Please note the "Reply to Clicks" are not captured in the report, but can be redirected to an email address of your choice.)

TURNAROUND TIME: 3-5 days after receipt of your email message and list owner approvals.

URL TRACKING (Clickthroughs): Tracks by individual the URLs that have been clicked on in your email message. Multiple URLs can be tracked in one email message.

ADDITIONAL SERVICES

PERSONALIZATION: Personalizes each individual email message with the dentist's name.

PIN NUMBERS (Personal Identification Numbers): Append unique identification numbers to each individual email message. PIN Numbers can be assigned by the client or by us.

DATABASE MATCHING TO CLIENT SUPPLIED FILE: We can match a client supplied file to our email database and select the matched records for email broadcast.

DATABASE MATCH EMAIL FLAG: We can supply a client's file back to them with a flag indicating which records have an email address.

OPT OUT/NON DELIVERABLES: We can supply a file of the Opt Out/Non Deliverables from an email broadcast for client supplied files.

SUPPRESS CLIENT SUPPLIED FILE: We can suppress a client supplied file of email addresses.

EMAIL BROADCAST ANALYSIS FILE: Once email broadcast is complete, we can provide a report of the number of email messages delivered, opened, who opened the message, the number of email messages forwarded and to whom it was forwarded, and the number of "clickthroughs" and removes. (Additional fees apply.)

LIST RENTAL/SELECTION CHARGES

PRODUCT STAGE	TYPE	SERVICE	DESCRIPTION	PRICE	PER	MINIMUM
BROADCAST	Basic	Broadcast (Turnaround time: 3-5 days after receipt of email message in final broadcast and all necessary approvals.)	One time use Two time use Three time use Four time use Annual (1 year) up to 12x use max Set-up includes; two (2) tests; one (1) message transmission and summary report seven (7) days after deployment	$325.00 $575.00 $795.00 $995.00 $1,350.00	M M M M M	$650.00 $1,150.00 $1,390.00 $1,990.00 $2,700.00
FRONT END (Pre-Broadcast)	Creative	Personalization	Personalizes each e-mail message with the dentist's name.	$75.00	FLAT	$75.00
		Image Hosting	Up to six images.	$75.00	FLAT	$75.00
OPTIONS	Tracking	URL Tracking (Clickthroughs)	Tracks total clicks, by URL, in your e-mail message. Multiple URLs can be tracked in one e-mail message.	Included	EACH	Included
		PIN NUMBERS	Append unique PIN, assigned by client or Redi-Data, to individual e-mail messages.	$150.00	FLAT	$150.00
		Database Match	Match client-supplied file to Redi-Data e-mail database.	$200.00	FLAT	$200.00
	CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of e-mail addresses.	$100.00	FLAT	$100.00
BACK-END (Post-Broadcast)	CAN-SPAM Compliance	Provide Opt-out	Supply file of opt-out e-mail addresses from broadcast.	Included	FLAT	Included
OPTIONS	Back-end Analysis	E-mail Broadcast analysis file	Provide post-broadcast analysis, record-specific results including delivery, open, forward, click-through, and opt-outs.	$500.00	FLAT	$500.00