OVER 6M POSTAL RECORDS PLUS EMAIL AVAILABLE

Redi-Professional mailing and email lists allow you to directly reach occupation specific audiences, including accountants, real estate agents, mental health professionals or other licensed professionals. Reach this highly-educated and professionally trained workforce with the most accurate and up-to-date mailing and email lists available.

These licensed professionals work in skilled careers and are receptive to direct offers, such as continuing education or business-related offers. Tap into this accessible market with professional and consumer offers that serve their business and personal needs, enhance their productivity, and increase their expertise.

FEATURES:

- Permissioned email addresses
- Dozens of selects
- Postal and email lists available for powerful multi-channel opportunities
- Email broadcast through Redi-Data or may be licensed
- State License Driven Data

SELECTS INCLUDE:

- Title
- Licensure State
- Geography
- Gender

COLLECTION, MAINTENANCE, QUALITY

- Collected from State Licensing Information
- Updated weekly after permission passing
- All opt-outs and bounces removed within 1 hour of deployment of all campaigns
- Postal portions of each record updated monthly with DPV/NCOA

BASE PRICING

$65/M one time use
Minimum $350

DELIVERY PRICING

E-mail/FTP	$50

Additional list services/output charges may apply depending on order. Please inquire for a price quote.

SELECTS PRICING

Geography	N/C
Gender	N/C
Licensure State	$10/M
Title	$10/M

CANCELLATION

Before mail date:
$50 + $10/M + shipping.
On or after mail date:
Full charge.

Brokers, resellers, file licensees, lettershops, and data professionals, please call for additional information and rates.

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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, counts of delivered messages, 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: Personalize each individual email message with the professional's name or unique information.

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 supply a file of the Opt Out/Non Deliverables from an email broadcast for client supplied files.

SUPPRESS CLIENT SUPPLIED FILE: We 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.

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 Set-up includes; two (2) tests; one (1) message transmission and summary report	$275.00	M	$825.00
FRONT END (Pre-Broadcast)	Creative	Personalization	Personalization per occasion	$75.00	EACH	$75.00
		Image Hosting	Email contains single image.	$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.	Match: $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