



## OVER 9,000 DIABETES EDUCATORS EMAIL AND POSTAL LISTS AVAILABLE

Diabetes educators are licensed health care professionals who specialize in helping people with diabetes manage their health through education and support.

Redi-Data's Diabetes Educators Database helps you identify these nurses, dieticians, pharmacists and other healthcare professionals to create marketing materials that speak to their unique needs. These important influencers are the perfect audience for marketing diabetes-related offers, such as pharmaceutical and other diabetes-related products, continuing education, recruitment, health and nutrition subscriptions and publications.

### FEATURES:

- Postal and email lists available for multi-channel marketing
- Over 9,000 permissioned email addresses
- Email broadcast through Redi-Data or may be licensed
- Job title (Diabetes Educators, Dietician, RN's, Pharmacist etc.)
- Geography

### COLLECTION, MAINTENANCE, QUALITY

- 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

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### BASE PRICING

\$125/M  
Minimum \$375

### 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  
Job Titles \$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.

## 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 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	\$415.00	M	\$850.00
			Two time use	\$750.00	M	\$1,500.00
			Three time use	\$1,060.00	M	\$2,000.00
			Four time use	\$1,350.00	M	\$2,500.00
			Annual (1 year) up to 12x use max	\$1,500.00	M	\$3,000.00
			Set-up includes; two (2) tests; one (1) message transmission and summary report			
FRONT END (Pre-Broadcast)	Creative	Personalization	Personalization per occasion	\$75.00	EACH	\$75.00
OPTIONS	Tracking	Image Hosting	Email contains single image.	\$75.00	FLAT	\$75.00
		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