



## OVER 800,000 US PHYSICIANS WITH PERMISSIONED, HIGH QUALITY EMAIL ADDRESSES

### DESCRIPTION

Redi-Data's email list is the largest and most detailed physician email list available, with 800,000 records. Cost-effectively break through to your target audience with permissioned CAN-SPAM compliant email addresses. Our database is 100% Multi-Channel, with each record containing email, postal, and demographic data, as well as phone information where available. Additional American Medical Association Physicians Professional Data selections are available. (See AMA datacard or call for more selects. Email Addresses are not AMA-PPD data.)

### FEATURES

- Over 800,000 US Physicians
- Permissioned emails
- Workplace email addresses, including hard-to-find group practice and hospital-based emails
- Emails broadcast through Redi-Data
- All domains are both primary and corporate (i.e. drjones@examplehospital.com as opposed to info@examplehospital.com)

### ADDITIONAL FEATURES

- Records with phone, fax and deliverable mail also available flagged for multi-channel campaigns
- Suppress previous orders or counts for unique records

### BROADCAST SERVICE PACKAGE

**EMAIL DEPLOYMENT:** Includes set-up, two tests, and deployment of text and HTML email message. Email message must be supplied in final broadcast form. Additional charges apply for specialized graphics including oversized email messages.

**EMAIL REPORT:** Includes summary information regarding the mailing, seed names, messages delivered, messages opened, removes, clickthroughs, bad addresses and net names sent. (Please note the "Reply to Clicks" are not captured in the report, but can be redirected to an email address of your choice.)

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

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

### COLLECTION, MAINTENANCE, QUALITY

- Updated weekly after permission passing
- Every record multi-sourced and verified
- Postal portions of each record updated with DPV/NCOA
- All opt-outs and bounces removed within 1 hour of deployment of all campaigns
- Sourced by over 650 different data sources

### SELECTIONS

#### BASIC SELECTIONS:

- Geography
- Industry standard specialty codes and descriptions
- Profession (i.e. MD, DO)
- Gender
- Professional Information

#### GEOGRAPHIC SELECTIONS:

- State
- County
- SCF (1st 3 ZIP Digits)
- ZIP Code

### ADDITIONAL EMAIL SERVICES

**PERSONALIZATION:** Personalize each email message with the individual's name.

**PIN NUMBERS (Personal Identification Numbers):** Append unique identification numbers to each individual email message.

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

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

**OPT OUT/NON DELIVERABLES:** Provide the Opt Out/Non Deliverables from an email broadcast for client supplied files.

**SUPPRESS FILE:** We can suppress a client supplied file of emails.

**ANALYSIS FILE:** After deployment, we can provide a report of the number of email messages delivered, opened, who opened the message, the number of email messages forwarded, and the number of "clickthroughs" and removes. (Additional fees apply.)

# REDI-PHYSICIAN EMAIL LISTS

## EMAIL LIST RENTAL / SELECTION CHARGES



PRODUCT STAGE	TYPE	SERVICE	DESCRIPTION	PRICE	PER	MINIMUM
<b>BROADCAST</b>	Basic	Broadcast (Turnaround time: 3-5 days after receipt of email message in final broadcast and all necessary approvals.)	One time use	\$415	M	\$850
			Two time use	\$750	M	\$1,500
			Three time use	\$1,060	M	\$2,000
			Four time use	\$1,350	M	\$2,500
			Annual (1 year) up to 12x use max	\$1,500	M	\$3,000
			Set-up includes; two (2) tests; one (1) message transmission and summary report			
<b>FRONT END</b> (Pre-Broadcast)	Creative	Personalization	Personalization per occasion	\$75	EACH	\$75
		Image Hosting	Email contains single image	\$75	FLAT	\$75
OPTIONS	Tracking	URL Tracking (Clickthroughs)	Tracks total clicks, by URL, in your email message. Multiple URLs can be tracked in one email message	Included	EACH	Included
		PIN NUMBERS	Append unique PIN, assigned by client or Redi-Data, to individual email messages	\$150	FLAT	\$150
		Database Match	Match client-supplied file to Redi-Data email database	ME Match: \$200	FLAT	\$200
				No ME Match: \$650	FLAT	\$650
	CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of email addresses	\$100	FLAT	\$100
<b>BACK-END</b> (Post-Broadcast)	CAN-SPAM Compliance	Provide Opt-out	Supply file of opt-out email addresses from broadcast	Included	FLAT	Included
OPTIONS	Back-end Analysis	Email Broadcast analysis file	Provide post-broadcast analysis, record-specific results including delivery, open, forward, click-through, and opt-outs	\$500	FLAT	\$500

View and run counts on our free online count system at [ama.redicounts.com](http://ama.redicounts.com)

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