



## OVER 45 MILLION CONSUMER AILMENT POSTAL ADDRESSES WITH OVER 14 MILLION EMAILS

### DESCRIPTION

Redi-Data delivers the most comprehensive list of ailment sufferers, from the most common conditions to hard-to-find illnesses. Target your prime leads with pinpoint accuracy, with dozens of available selects such as ailment, address, age, ethnicity, income, education, marital status, occupation and much more. Whether you choose postal records, email records or both, our data experts provide free consultation to build the perfect list.

### FEATURES

- Over 45 Million postal addresses and over 14 Million email addresses
- Email deployment through Redi-Data or may be licensed
- Dozens of ailment selects
- Updated monthly

### SOURCE

- Derived from direct response postal and email marketing, driven by merchant specific offers

### SELECTIONS

#### BASIC SELECTIONS:

- Ailment
- Geography
- Age
- Ethnicity

### DEPLOYMENT SERVICE PACKAGE

**EMAIL DEPLOYMENT:** Includes set-up, two tests, and deployment of text and HTML email message. Email message must be supplied in final deployment 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.

### AILMENTS AVAILABLE:

- ACNE
- ADHD/ADD
- ALLERGIES
- ALZHEIMER'S
- ANXIETY
- ARTERIOSCLEROSIS
- ARTHRITIS
- ASTHMA
- BACK PAIN
- BLADDER
- BLOOD PRESSURE
- BREAST CANCER
- BRONCHITIS
- CANCER
- CHRONIC BRONCHITIS
- CHOLESTEROL
- CHRONIC PAIN
- COPD
- CARPAL TUNNEL SYNDROME
- DANDRUFF
- DEPRESSION/ANXIETY
- DIABETES
- DIET
- ECZEMA
- EMPHYSEMA
- GERD/ACID REFLUX
- GINGIVITIS
- GLASSES
- HEARTBURN
- HIGH BLOOD PRESSURE
- HIGH CHOLESTEROL
- HEARING PROBLEMS
- HAIR LOSS
- HEART DISEASE OR ATTACK
- IMPOTENCE/ED
- INSOMNIA
- IMPAIRED VISION
- MEDICAID/DISABILITY
- MIGRAINES OR HEADACHES
- MULTIPLE SCLEROSIS
- NASAL ALLERGIES
- OBESITY
- OSTEOPOROSIS
- PROSTATE DISORDERS
- PSORIASIS
- RHEUMATISM
- SNORING
- SPINAL INJURY
- ULCERATIVE COLITIS
- WHEELCHAIR RX
- More Available...

### ADDITIONAL EMAIL SERVICES

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

**PIN NUMBERS (Personal Identification Numbers):** Validated 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 deployment.

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

**NON-AUTHORIZED/NON DELIVERABLES:** Provide the non-authorized/non-Deliverables from an email deployment 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.)

# CONSUMER AILMENT LISTS

## POSTAL LIST RENTAL / SELECTION CHARGES

### POSTAL PRICING

List Use	\$150 per thousand
Minimum Order	\$350

### OUTPUT OPTIONS

Email/FTP	\$50 flat
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### SELECTION PRICING

Children Age/Gender	\$ 5 per thousand
Phone Number	\$10 per thousand
Ethnicity/Religion	\$10 per thousand
Language	\$10 per thousand



Additional List Service/Output Charges may apply depending on order. Please inquire for a price quote.

## EMAIL LIST RENTAL / SELECTION CHARGES


PRODUCT STAGE	TYPE	SERVICE	DESCRIPTION	PRICE	PER	MINIMUM
<b>DEPLOYMENT</b>	Basic	Deployment	One time use	\$200	M	\$750
		(Turnaround time: 3-5 days after receipt of email message in final deployment and all necessary approvals.)	Two time use	\$300	M	
			Three time use	\$400	M	
			Set-up includes; two (2) tests; one (1) message transmission and summary report			
<b>FRONT END</b> (Pre-Deployment)	Creative	Personalization	Personalizes each email message with recipient's name	\$75	FLAT	\$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	Validate unique PIN, assigned by client or Redi-Data, to individual email messages	\$150	FLAT	\$150
		CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of email addresses	\$100	FLAT
<b>BACK-END</b> (Post-Deployment)	CAN-SPAM Compliance	Provide Non-authorized	Supply file of non-authorized email addresses from deployment	Included	FLAT	Included
		OPTIONS	Back-end Analysis	Email Deployment analysis file	\$500	FLAT
			Provide post-deployment analysis, record-specific results including delivery, open, forward, click-through, and non-authorized			


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

### Headquarters

 107 Little Falls Road  
Fairfield, NJ 07004  
 973.227.4380

### Sales Offices

 20 E. Taunton Road, Suite 520  
Berlin, NJ 08009  
 856.988.6969

 4577 Nob Hill Road, Suite 211  
Sunrise, FL 33351  
 877.288.3282