



## **OVER 1.8 MILLION STATE LICENSED NURSES EMAIL ADDRESSES PLUS 6 MILLION POSTAL ADDRESSES**

### **DESCRIPTION**

With over 6 million postal addresses and 1.8 million email addresses available, Redi-Data's State Licensed Nurses Database is the most extensive and complete list available. Generated from state license information with demographic enhancements, this data is proven to be accurate and highly responsive and is an excellent file for marketers of continuing education, medical publications, seminars, and recruitment as well as uniforms and equipment. Nurses are selectable by license type in addition to over 120 demographic and lifestyle selections.

### **FEATURES**

- Postal and email lists available for powerful multi-channel opportunities
- Permissioned email addresses
- Emails deployed through Redi-Data or can be licensed
- State license driven data

### **COLLECTION, MAINTENANCE, QUALITY**

- Collected from State Licensing Information
- Updated weekly after permission passing
- Postal portions of each record updated monthly with DPVN/COA
- All non-authorized emails and bounces removed within 1 hour of deployment of all campaigns

### **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.

### **SELECTIONS**

#### **BASIC SELECTIONS:**

- Title, such as RN's, LPN's etc
- Geography
- Licensure State
- Address Type (Home or Office)
- Email
- Gender

#### **PREMIUM SELECTIONS:**

- Advanced Practice Nurses (APRNs) that have prescription writing authority
- Oncology Nurses – Key influencers in the day to day treatment and care of cancer patients

#### **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):** Validate 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.)

# STATE LICENSED NURSES EMAIL AND POSTAL LISTS

## POSTAL LIST RENTAL / SELECTION CHARGES

### BASE PRICING

\$65/M, Minimum \$325

### DELIVERY PRICING

Email/FTP \$50

Additional list services/output charges may apply depending on order. Please inquire for pricing for APRNs and Oncology nurses. Brokers, resellers, file licensees, lettershops, and data professionals, please call for additional information and rates.

### SELECTS PRICING

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

### CANCELLATION



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

## EMAIL LIST RENTAL / SELECTION CHARGES



PRODUCT STAGE	TYPE	SERVICE	DESCRIPTION	PRICE	PER	MINIMUM
<b>DEPLOYMENT</b>	Basic	Deployment (Turnaround time: 3-5 days after receipt of email message in final deployment 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-Deployment)	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	Validate 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 No ME Match: \$650	FLAT	\$200
	CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of email addresses	\$100	FLAT	\$100
<b>BACK-END</b> (Post-Deployment)	CAN-SPAM Compliance	Provide non-authorized Emails	Supply file of non-authorized email addresses from deployment	Included	FLAT	Included
OPTIONS	Back-end Analysis	Email Deployment Analysis File	Provide post-deployment analysis, record-specific results including delivery, open, forward, click-through, and non-authorized	\$500	FLAT	\$500



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