



STATE-LICENSED NURSES

Postal and Email Lists

OVER 7 MILLION POSTAL ADDRESSES AND OVER 3.5 MILLION EMAIL ADDRESSES AVAILABLE

DESCRIPTION

With over 7 million postal addresses and 3.5 million email addresses available, Redi-Data's State-Licensed Nurse 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. It 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
- Emails updated weekly after permission passing
- Postal portions of each record updated monthly with DPV[®]/NCOA
- All non-authorized emails and bounces removed daily during the 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 RNs, LPNs 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.)

View reverse side for pricing details

STATE LICENSED NURSES EMAIL AND POSTAL LISTS

POSTAL LIST RENTAL / SELECTION CHARGES

BASE \$65/M	PRICE \$325 Minimum	SELECTS Geography Title Licensure State	PRICE N/C \$10/M \$10/M
DELIVERY FTP	PRICE \$75		

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.

CANCELLATION

Before mail date:

On or after mail date:

PRICE

\$50 + \$10/M
+shipping
Full charge

EMAIL LIST RENTAL / SELECTION CHARGES

PRODUCT STAGE	TYPE	SERVICE	DESCRIPTION	PRICE	PER	MINIMUM
DEPLOYMENT	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			
FRONT END (Pre-Deployment) OPTIONS	Creative	Personalization	Personalization per occasion	\$75	EACH	\$75
		Image Hosting	Email contains single image	\$75	FLAT	\$75
	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 \$650
	CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of email addresses	\$100	FLAT	\$100
BACK-END (Post-Deployment) OPTIONS	CAN-SPAM Compliance	Provide Non-Authorized Emails	Supply file of non-authorized email addresses from deployment	Included	FLAT	Included
	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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