



# DIABETES EDUCATORS

## Postal and Email Lists

**OVER 7,500 DIABETES EDUCATORS EMAIL ADDRESSES, PLUS POSTAL ADDRESSES AVAILABLE**

### DESCRIPTION

With over 7,500 Diabetes Educators, identify nurses, dietitians, 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 powerful multi-channel opportunities
- Permissioned email addresses
- Emails broadcast through Redi-Data or can be licensed

### COLLECTION, MAINTENANCE, QUALITY

- Updated weekly after permission passing
- Postal portions of each record updated monthly with DPV<sup>®</sup>/NCOA
- All opt-outs and bounces removed promptly after deployment of all campaigns

### 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.

### SELECTIONS

#### BASIC SELECTIONS:

- Degree
- Geography
- Email
- Gender

#### 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.)

**View reverse side for pricing details**

# DIABETES EDUCATORS EMAIL AND POSTAL LISTS

## POSTAL LIST RENTAL / SELECTION CHARGES

<b>BASE</b> \$125/M	<b>PRICE</b> \$375 Minimum	<b>SELECTS</b> Geography Job Titles	<b>PRICE</b> N/C \$10/M
<b>DELIVERY</b> FTP	<b>PRICE</b> \$75	<b>CANCELLATION</b> Before mail date:  On or after mail date:	<b>PRICE</b> \$50 + \$10/M + shipping Full charge

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

## 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) 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	Match: \$200	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) OPTIONS	CAN-SPAM Compliance	Provide Opt-out	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

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

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