

# Physicians at Email Address

From Direct Medical Data



**682,700+ Physicians \$450/M**  
**1,172,400+ at Multiple Locations \$450/M**

Direct Medical Data offers direct marketers access to over 682,700 *unique* physicians at email address who have elected to receive healthcare offers and information via email, and more than 1,172,400 at multiple email addresses. Selections include most elements on the AMA Physicians Database in addition to prescriber data.

An excellent audience for offers such as new product announcements, CME seminars and conferences, recruitment, surveys and market research, training videos, books, programs, website promotions and much more!

**Source:** DMD owned Email addresses linked to the AMA Physicians database -- Updates **Quarterly**  
**CAN-SPAM Compliant**

## Additional Pricing (base rate includes: initial set up, 3 tests, blast & summary report)

Personalization .....	\$150.00 each
File splits.....	\$50.00 each
Suppression Files.....	\$150.00 each
Match on ME#.....	\$200.00 each
Match on Name/Address.....	\$300.00 each
Image Storage or Mapping .....	\$100.00 per image
Client Supplied Emails.....	\$150.00 per thousand or \$150.00 min.
Job bundling (different creative).....	\$250.00 each
Back-end detailed reporting available.....	please call for pricing
Rush services available (under 24 hours).....	please call for pricing

**2011 AMA Royalty: \$21.50/M (CME: \$14.75/M)**

## Additional Selections

- Primary/Secondary Specialty
- Type of Practice
- Wolters Kluwer Health Power Profiler for Therapeutic Class & Product Level
- State/SCF/Zip

## Minimum Order Quantity/Terms and Conditions

3,000 records or \$1,350.00 ( plus applicable royalties)

Sample email submitted for approval required. No cancellations after email broadcast date accepted.