

Healthcare Insights Hospital Personnel C-Suite Executives

Published by SmartSource Media, LLC, Healthcare Insights Hospital Personnel C-Suite Executive offers direct coverage to high level hospital decision makers. Target CEO'S, CFO'S, COO'S, Chief Administrators, Chief Information Officers, Chief of Medical Staff, Medical Directors and Medical Library Directors who have responded to several online direct marketing email offers. These highly responsive executives are responsible for maintaining and operating hospitals across America.

MEDIA TYPE

Business



SOURCE

Multi Sourced, Compiled lists, Multi-Sourced

GEOGRAPHY

USA

SEGMENTS

17,254	Total Universe / Universe Rate	\$300.00/M
17,254	*Email Records US Only	+ \$300.00/M
1	*Email Transmission	+ \$100.00/M

MAINTENANCE

Market Entry	02/25/2009
New to Manager	01/29/2009
Counts Through	02/03/2016

DATA CARD MAINTENANCE

New To System	02/17/2010
Last Update	02/03/2016
Next Update	12/31/2016
Update Frequency	QUARTERLY

DESCRIPTION

All email offers must be Can-Spam compliant. Submit HTML and text version for uploading. Each count is subject to change upon each data refresh. Clients should supply existing opt out file at the time of ordering in excel format if available. All campaigns are delivered from SmartSource Media servers. Prepayment is required for most orders. Credit approved upon review.

Job Title	Email Addresses
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CEO	1,870
CFO	3,080
COO	1,795
Chief Administrator	2,049
Chief Information Officer	2,638
Chief of Medical Staff	2,215
Medical Director	1,658
Medical Library Director	1,519

Total Email Available **16,824**

Counts are subject to change

Additional Titles Available Upon Request

SELECTS

*Email Set Up	\$150.00/F
*Email Transmission	\$100.00/M
*File Suppression	\$150.00/F
Bed Size	\$20.00/M
COUNTY	\$15.00/M
Employee Size	\$20.00/M
JOB FUNCTION/TITLE	\$20.00/M
Rush Fee	\$150.00/F
SCF	\$15.00/M

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity	3,000
Minimum Price	\$1,500.00

NET NAME ARRANGEMENTS

Net Name is not allowed

STATE **\$15.00/M**
ZIP **\$15.00/M**

GENDER

Male **50%**
Female **50%**

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed
Minimum Quantity **0**
Run Charge

CANCELLATION

Charges **\$500.00/F**

KEY CODING

Key Coding is available
Charges **\$5.00/M**

ADDRESSING

EMAIL DELIVERY **\$55.00/F**

SPECIAL INSTRUCTIONS

List rental is for 1X use. E-Campaigns are delivered by third party. Cancellations are subject to \$500 Cancellation Fee. Provide a Can-Spam compliant offer. Prepayment is required.