

Medical E-mail Solutions

Medical E-Mail Solutions part of SmartSource Media's Medical Insights Masterfile allows marketers to pinpoint key medical practitioners via email throughout the US. This Can-Spam compliant e-mail file uses opt-in email addresses voluntarily provided by publishers and associations across the country. Call today for counts.

SEGMENTS

379,000 Total Universe / Universe Rate	\$400.00/M
Set Up Fee	+ \$150.00/F
Suppression	+ \$150.00/F
*Email	+ \$400.00/M

MEDIA TYPE

Business 

SOURCE

Multi-Sourced

GEOGRAPHY

USA

MAINTENANCE

Market Entry	01/01/2009
New to Manager	01/01/2009
Counts Through	01/03/2012

DATA CARD MAINTENANCE

New To System	04/24/2009
Last Update	01/03/2012
Next Update	03/30/2012
Update Frequency	MONTHLY

DESCRIPTION

This file is a must test for healthcare or medical marketers who have purchased the AMA postal file in the past. Continuously updated and adding records throughout the year, this Can-Spam Compliant elite medical email file offers mailers accurate deliverability ensuring your message reaches its intended audience. Additional specialties are available, please inquire.

Counts are subject to change with each update.

Specialty	Count	Specialty	Count
Allergy/immunology	2267	Neurosurgery	2,340
Anesthesiologist	19,545	Nuclear medicine	497
Cardio Vascular Disease	12,980	OB/GYN	20,600
Colorectal surgery	560	Oncology	2,968
Critical Care	1762	Ophthalmology	8,385
Dermatologist	5295		
Diagnostic radiology	10,400	Orthopedic Surgery	8,324
Emergency medicine	12,150	Otolaryngology	5,385
Endocrinology	2,915	Pathology	3,415
Family practice	47,900	Pediatrics	34,674
Gastroenterology	7,100	Physical med/rehab	3,200
General practice	3,545	Plastic Surgery	3,405
General surgery	13,899	Psychiatry	17,600
Geriatric medicine	475	Pulmonary Critical Care	3,100
Gynecologist/oncologist	1501	Pulmonary disease	3,415
Hand surgery	524	Radiation Oncology	2,587
Hematology	1,130	Radiology	1,089
Hematology/oncology	3,135	Reproductive Endo	296
Infectious disease	3,685	Rheumatology	2,700
Internal Medicine	54,710	Thoracic Surgery	2,740
Maxillofacial surgery	168	Urological Surgery	5,300
Medical oncology	2,965	Vascular Surgery	1,250

Neonatology	1,630	Additional Specialties Available!
Nephrology	3,900	
Neurology	6,546	

SELECTS

*Email Set Up	\$150.00/F
*Email Transmission	\$100.00/M
*File Suppression	\$150.00/F
STATE	\$10.00/M

UNIT OF SALE

Unit of sale information is not available

GENDER

Male	50%
Female	50%

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$2,500.00

NET NAME ARRANGEMENTS

Net Name is not allowed

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION

Charges **\$150.00/F**

KEY CODING

Key Coding is not available

ADDRESSING

SPECIAL INSTRUCTIONS

Cancellations are not accepted post deployment.
 Cancellations prior to delivery are subject to a \$150
 cancellation fee to cover any preproduction costs.
 All deployments are managed by SmartSource
 Media, LLC. Open/response rates are not guaranteed.
 Offers must be CanSpam compliant.