

AudienceFirst Insights - Prescription Medication

Counts	Segments	Prices
2,429,666	12 Mos Universe	\$75.00/M
406,405	30 Day Hotline Rate	+\$15.00/M
805,512	3 Month Count	+\$10.00/M
	Fundraiser Base Rate	\$65.00/M
537,282	Takes 1 Prescription Daily	+\$10.00/M
601,412	Takes 2 Prescriptions Daily	+\$10.00/M
645,125	Takes 3 or more Prescriptions Daily	+\$10.00/M
645,847	Pay out of pocket for prescriptions	+\$10.00/M
	FTP/Email Delivery	\$65.00/F

DESCRIPTION

Reach responders who are daily prescription drug users. They often pay out of pocket for their medication and have varying levels of medical coverage.

These high value prospects would be ideal for the following causes and offers:

- Health Causes
- Insurance Offers
- Medical Journals
- Medical Supplies/Supplements

*Please inquire about email addresses and telemarketing counts and availability.

LIST PROFILE & COSTS

Source: Online, Responders
Minimum Order: 10,000

SELECTS

Age	\$0/M
Gender	\$10.00/M
Ethnicity	\$20.00/M
Geo/SCF/ZIP	\$8.00/M
Religious	\$20.00/M
Dwelling Type	\$10.00/M
Education Level	\$10.00/M
Lifestyle	\$10.00/M
Marital Status	\$10.00/M
Presence of Children	\$10.00/M
Household Income	\$10.00/M
Mail Order Buyer	\$10.00/M
Mail Order Donor	\$10.00/M
Mail Responder	\$10.00/M

ADDITIONAL DETAILS

20% commission to known brokers. Please provide (4) working days to process all orders. All processed orders cancelled before the mail date will incur a \$50/Flat cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.

LIST MAINTENANCE

Last Update	10/2023
Next Update	11/2023

CONTACT

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