

AudienceFirst Insights - Prescription Medication

Counts	Segments	Prices
2,235,859	Total Universe/Base Rate	\$90.00/M
218,053	Hotline Rate	\$100.00/M
	Fundraiser Base Rate	\$80.00/M
427,988	Takes 1 Prescription Daily	+\$10.00/M
524,588	Takes 2 Prescriptions Daily	+\$10.00/M
668,967	Takes 3 or more Prescriptions Daily	+\$10.00/M
614,316	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	\$10.00/M
Gender	\$10.00/M
Ethnicity	\$10.00/M
Geo/SCF/ZIP	\$8.00/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

Counts Through	6/30/2020
Last Update	7/20/2020
Next Update	8/20/2020

CONTACT

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Please send clearances & orders to:
Orders@YourAudienceFirst.com