

# Psoriasis Sufferers

Counts	Segments	Prices
389,537	<b>Total Universe/Base Rate</b>	\$90.00/M
5,300	<b>30 Day Hotline Rate</b>	\$100.00/M
	<b>Fundraiser Base Rate</b>	\$80.00/M
	<b>FTP/Email Delivery</b>	\$65.00/F

## DESCRIPTION

Psoriasis is an immune-mediated disease that causes raised, red, scaly patches to appear on the skin. Contact these responders who have or have a family member who suffers from plaque psoriasis.

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

- Medical Supplies/Supplements
- Health Causes
- Commercial Offers

\*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:**  
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