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## FILE: # 2.0 ALLERGY AILMENT SUFFERERS - PRIME HEALTH SOLUTIONS

COUNTS THROUGH: 12.01.2007

### A] QUANTITY

INFO	QUANTITY
Total Universe	<b>3,175,706</b>
Quarterly Hotline	<b>385,672</b>
Email With Deployment	<b>1,859,152</b>
Telephone Numbers	<b>973,432</b>

### B] DESCRIPTION *\*TRUE MULTICHANNEL FILE \* EMAIL – POSTAL – PHONES\**

The # 2.0 ALLERGY Sufferers - Prime Health Solutions database offers a responsive, internet knowledgeable audience of consumers who are conscious about their health and the medical ailments they suffer from. They are constantly looking for information and resources that will enable them to better deal with their Allergies. These consumers are non-incentivized survey responders providing information on what Rx prescription and OTC over-the-counter treatments they use.

The audience of the # 2.0 ALLERGY Sufferers - Prime Health Solutions database has an average age of 46 and gender on this file is primarily female. Over 400 selections including OTC and Rx products. Income segmentation on the file covers a wide range with average HHI of \$63,000.

*PrimeHealthSolutions.com offers visitors a wide variety of health related editorial content designed to inform consumers about common medical ailments and how they can improve their health and their daily lifestyle as they deal with specific health conditions.*

**MANY OTHER AILMENT SELECTIONS AVAILABLE- PLEASE INQUIRE**

#### SELECTIONS *Demographics*

» Retail Buyer	<b>641,348</b>
» Catalog Buyer	<b>1,852,468</b>
» Mail Order Buyer	<b>1,716,339</b>
» Online Buyer	<b>358,567</b>
» Own a Cat	<b>684,323</b>
» Own a Dog	<b>932,646</b>
» Own Cat & Dog	<b>464,118</b>

#### SELECTIONS *Symptoms / Ethnicity*

» Nasal Congestion	<b>1,782,356</b>
» Sore Throat	<b>1,086,886</b>
» Sinusitis	<b>1,300,000</b>
» Post Nasal Drip	<b>1,625,277</b>
» Headaches	<b>861,485</b>
» Hispanic	<b>437,370</b>
» African American	<b>362,386</b>

FILE:

# 2.0 ALLERGY AILMENT SUFFERERS  
PRIME HEALTH SOLUTIONS

# 2.0 THE NEXT GENERATION IN CONSUMER DATA

**C] SELECTS**

DESCRIPTION	RATE
Total Universe	<b>\$155/M</b>
Email with Deployment	<b>\$180/M</b>
Telephone Numbers	<b>\$165/M</b>
Quarterly Hotline	<b>\$10/M</b>
Rx/OTC	<b>\$25/M</b>
Education Level	<b>\$15/M</b>
Ethnicity	<b>\$15/M</b>
Age/Income/Gender	<b>\$10/M</b>
Home Owner	<b>\$10/M</b>
Lifestyle Interests	<b>\$10/M</b>
Mail Order Buyers	<b>\$15/M</b>
Donors	<b>\$10/M</b>
Presence of Children	<b>\$10/M</b>
Internet Buyer	<b>\$15/M</b>
SCF	<b>\$7/M</b>
State	<b>\$5/M</b>
Zip	<b>\$10/M</b>

**D] ADDRESSING**

DESCRIPTION	BASE RATE
Key Coding	<b>\$3.5/M</b>
CD ROM	<b>\$75/F</b>
E-mail	<b>\$75/F</b>
FTP	<b>\$75/F</b>

**E] ORDERING INSTRUCTIONS**

DESCRIPTION	INFO
Postal 10,000 Name Minimum	<b>\$155/M</b>
85% Net Name available on orders 50,000 or more	<b>\$8/M</b> <i>Run Charge</i>
Re-use pricing available	<b>Inquire</b>
Telemarketing is <b>NOW</b> available	
Email 20,000 Name Minimum	<b>\$180/M</b>
Telephones 20,000 Name Minimum	<b>\$165/M</b>

**E] CONTACT**EMAIL: [DATASALES@MEDIAHEIGHTS.COM](mailto:DATASALES@MEDIAHEIGHTS.COM)DATACARDS: [WWW.MEDIAHEIGHTS.COM/PHS](http://WWW.MEDIAHEIGHTS.COM/PHS)TOLL FREE: **800-379-6147 x290**PHONE: **603-749-5511 x290**FAX: **603-749-4280**