



- A] QUANTITY
- B] DESCRIPTION
- C] SELECTS
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- E] ORDERING INSTRUCTIONS

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FILE: # 2.0 HEARTBURN AILMENT SUFFERERS - PRIME HEALTH SOLUTIONS

COUNTS THROUGH: 12.01.2007

A] QUANTITY

INFO	QUANTITY
Total Universe	3,135,293
Quarterly Hotline	763,894
Telephone Numbers	1,092,548
Email With Deployment	2,037,941

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

The # 2.0 HEARTBURN Ailment 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 heartburn. These consumers are non-incentivized survey responders providing information on what prescription Rx and over-the-counter OTC treatments they use.

The audience of the # 2.0 HEARTBURN Ailment Sufferers - Prime Health Solutions database has an average age of 51 and gender on this file is primarily male. Over 400 selections including OTC and Rx products. Income segmentation on the file covers a wide range with average HHI of \$52,000.

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*

» Female	1,331,143
» Presence of Children	409,536
» Homeowner	2,165,983
» Occupation Management	289,435
» Completed College	487,396
» African American	231,384
» Hispanic	104,694

SELECTIONS *Interests*

» Watching Television	784,644
» Travel	408,365
» Hunting	407,915
» Overweight	487,937
» Fine Dining	453,975
» Donors	462,134
» Credit Card Present	1,678,153



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DATA SEGMENTS

2.0 THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

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

D] ADDRESSING

DESCRIPTION	BASE RATE
POSTAL	\$155/M
Key Coding	\$3.5/M
CD ROM	\$75/F
E-mail	\$75/F
FTP	\$75/F
EMAIL	\$180/M
Deployment	INCL
CAN-SPAM Compliance	INCL
Opt-Out Processing	INCL
Creative Development	\$750/F

E] ORDERING INSTRUCTIONS

DESCRIPTION	INFO
Discounted pricing for MultiChannel	INQUIRE
Telemarketing is NOW available	\$165/M
POSTAL	
10,000 Name Minimum	\$1,550.00
85% Net Name available on orders 50,000 or more	\$8/M <i>Run Charge</i>
EMAIL	
20,000 Name Minimum	\$3,600.00
Client Provided Suppression File	\$350/F

E] CONTACTEMAIL: DATA SALES@MEDIAHEIGHTS.COMDATACARDS: WWW.MEDIAHEIGHTS.COM/PHSTOLL FREE: **800-379-6147 x290**PHONE: **603-749-5511 x290**FAX: **603-749-4280**