



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

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## FILE: # 2.0 HIGH CHOLESTEROL AILMENT SUFFERERS - PRIME HEALTH SOLUTIONS

COUNTS THROUGH: 12.01.2007

### A] QUANTITY

INFO	QUANTITY
Total Universe	2,052,346
Quarterly Hotline	518,220
Telephone Numbers	831,515
Email With Deployment	1,375,072

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

The # 2.0 HIGH CHOLESTEROL 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 High Cholesterol. These consumers are non-incentivized survey responders providing information on what prescription Rx and over-the-counter OTC treatments they use.

The # 2.0 HIGH CHOLESTEROL Ailment Sufferers - Prime Health Solutions responders have an average age of 54 and gender on the 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 \$53,000.

*PrimeHealthSolutions.com offers members 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*

» Male	1,413,214
» Presence of Children	668,997
» Homeowner	1,765,103
» Occupation Sales & Service	185,462
» Completed College	395,397
» African American	179,354
» Hispanic	103,539

#### SELECTIONS *Interests*

» Reading	641,294
» Cable Television	233,489
» Fine Dining	279,151
» Overweight	400,644
» Have Grandchildren	307,387
» Donors	263,475
» Credit Card Present	471,629



FILE:  
# 2.0 HIGH CHOLESTEROL AILMENT SUFFERERS  
- PRIME HEALTH SOLUTIONS

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

## 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

## D] ADDRESSING/SHIPPING

DESCRIPTION	BASE RATE
<b>POSTAL</b>	<b>\$155/M</b>
Key Coding	\$3.5/M
CD ROM	\$75/F
E-mail	\$75/F
FTP	\$75/F
<b>EMAIL</b>	<b>\$180/M</b>
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 <b>NOW</b> available	<b>\$165/M</b>
<b>POSTAL</b>	
10,000 Name Minimum	<b>\$1,550.00</b>
85% Net Name available on orders 50,000 or more	<b>\$8/M</b> <i>Run Charge</i>
<b>EMAIL</b>	
20,000 Name Minimum	<b>\$3,600.00</b>
Client Provided Suppression File	<b>\$350/F</b>

