



- A] QUANTITY
- B] DESCRIPTION
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340 CENTRAL AVE, SUITE 302, DOVER, NH 03820 | 1.800.379.6147 | MEDIAHEIGHTS.COM/DDC

FILE: # 2.0 INSOMNIA AILMENT SUFFERERS - PRIME HEALTH SOLUTIONS

COUNTS THROUGH: 12.01.2007

A] QUANTITY

INFO	QUANTITY
Total Universe	828,062
Quarterly Hotline	209,088
Email With Deployment	538,241
Telephone Numbers	314,662

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

The **# 2.0 INSOMNIA 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 Insomnia. 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 INSOMNIA Ailment Sufferers - Prime Health Solutions** database has an average age of 52 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 \$64,000.

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 *Sample Demographics*

» Tech/Professional Job	77,315
» Homeowners	287,431
» Children Present	165,987
» Income (HHI) 75K+	146,903
» Female	545,112
» Hispanic	21,448
» African American	27,432

SELECTIONS *Sample Interests*

» Reading	108,472
» Travel	82,979
» Dieting & Weight Loss	131,202
» Gambling at Casino	65,411
» Internet Buyer	284,435
» Watch Sports on TV	27,431
» Play Video Games	127,889



FILE:
**# 2.0 INSOMNIA AILMENT SUFFERERS
- PRIME HEALTH SOLUTIONS**

2 . 0 THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	BASE 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

DATA CARDS: WWW.MEDIAHEIGHTS.COM/PHS

TOLL FREE: **800-379-6147 x290**

PHONE: **603-749-5511 x290**

FAX: **603-749-4280**

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

