

## Suffering Seniors

----- **UPDATED** -----  
 May 4, 2007  
 Data Verified: Jun 26, 2007

----- **SELECTIONS WITH COUNTS** -----  
 Minimum order 5,000.

Selections	Counts	Price per/M
Seniors (last 12 month)	4,682,600	\$150.00
Hotlines (quarterly)	1,025,000	+10.00
Monthly hotline	395,000	+15.00

----- **OTHER SELECTIONS** -----

Selections	Rate	Per	Unit	Note
Corrective Lens Wearers	\$10.00	M	extra	
Dwelling Type	\$5.00	M	extra	
Ethnicity	\$10.00	M	extra	
Family Position	\$2.50	M	extra	
Height/Weight	\$10.00	M	extra	
Length Of Residence	\$5.00	M	extra	
Mail Responsive	\$10.00	M	extra	
Net Worth	\$20.00	M	extra	
Presence Of Children	\$15.00	M	extra	
SCF	\$5.00	M	extra	
Telephone Numbers	\$15.00	M	extra	
County	\$5.00	M	extra	
Estimated HH Income	\$5.00	M	extra	
Exact Age (DOB)	\$12.50	M	extra	
Gender	\$5.00	M	extra	
Homeowner	\$10.00	M	extra	
Mail Order Buyers	\$15.00	M	extra	
Marital Status	\$5.00	M	extra	
Occupation	\$10.00	M	extra	
Race	\$20.00	M	extra	
State	\$5.00	M	extra	
Zip	\$5.00	M	extra	
Run Charges	\$10.00	M	extra	
Key Coding	\$5.00	M	extra	
Ailments	\$15.00	M	extra	
Allergy/Nasal/Sinus				
Anxiety	\$15.00	M	extra	
Attention Deficit Disorder	\$15.00	M	extra	
Bladder/Bowel	\$15.00	M	extra	
Cough & Cold	\$15.00	M	extra	
Dental	\$15.00	M	extra	
Diabetes	\$15.00	M	extra	
Erectile Dysfunction				

----- **SUMMARY DESCRIPTION** -----  
 Seniors who receive and complete surveys through the mail and online that address their specific problems and illnesses including heart disease, diabetes, insomnia, high cholesterol, etc.  
 Average age 55.

----- **DATA CARD DESCRIPTION** -----  
 The newly sourced suffering seniors list is made up of mail responsive seniors who provide permission-based data about their medical needs, their families and themselves by filling out household surveys. This ailment sufferers is one of the largest sources of consumer-reported health data available on the list market today. With many selects to offer, suffering seniors is the perfect list for mailers targeting the ailing elderly who will be most responsive to their direct mail campaigns.

----- **LIST SOURCE** -----

Source	Note
Direct Mail	Self-reported Via
Internet/Online/Website Registration	

----- **METHOD OF ADDRESSING** -----

Available Media	Rate	Per	Unit	Note
E-mail	\$75.00		fee	
FTP	\$75.00		fee	

----- **DELIVERY SCHEDULE** -----  
 Delivery from 5 to 7 working days.

----- **RESTRICTIONS** -----  
 Sample mailing piece required. One time use only. Telemarketing scripts required for any telemarketing rentals.

Minimum order quantity

How recent or old are the records?

List title

List description

Number of records (names) in the list. "Hotline" quantities represent more recent additions to the list.

Base price: Cost per thousand records (/M)

Additional "selects" to further refine your target, at an additional cost per thousand

The source of the list: Is it direct mail, purchases or surveys? The source helps identify the right list for your offer.

Additional costs to have the files sent to you

Restrictions associated with the list you should be aware of