



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

FILE: # 2.0 PRIME HEALTH SOLUTIONS OPT-IN EMAIL HEALTH AND AILMENT MASTERFILE

COUNTS THROUGH: 07.15.2007

A] QUANTITY

INFO	QUANTITY
Total Universe	14,423,127
Last 12 Months	14,423,127
Quarterly Hotline	3,512,516
Monthly Hotline	1,072,938

B] DESCRIPTION **RECENTLY RELEASED*NEW TO MARKET**

The # 2.0 Prime Health Solutions Opt-In Email Health and Ailment Masterfile offers a responsive, internet knowledgeable audience of consumers who are conscious about their health and the medical ailments they suffer from.

They are active members of PrimeHealthSolutions.com and are constantly looking for information and resources that will enable them to better deal with their health condition. They have an average age of 45 and their average HHI is \$53,000. Over 46% have made a mail order purchase in the past 12 months. These consumer subscribers are also **non-incentivized survey responders providing information on what prescription Rx and what over-the-counter OTC treatments they use.**

- Postal Addresses are available on 100% of this file for multichannel campaigns -

SELECTIONS *Ailments*

» Diabetes	1,789,355
» Heartburn	1,784,943
» High Cholesterol	1,265,642
» Asthma	1,295,457
» Allergies	2,617,465
» Arthritis	1,718,201
» Heart Disease	769,071

SELECTIONS *Ailments*

» Impotency	107,935
» Impaired Vision	1,207,463
» Chronic Pain	1,277,488
» High Blood Pressure	1,509,120
» Insomnia	795,457
» Hair Loss	54,312
» Migraine	795,457

FILE:
**# 2.0 PRIME HEALTH SOLUTIONS
OPT-IN EMAIL HEALTH AND AILMENT MASTERFILE**

2.0 THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	RATE
Total Universe	\$165/M
Monthly Hotline	\$20/M
Quarterly Hotline	\$10/M
Ailment	\$15/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/DDC

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

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

FAX: **603-749-4280**

D] ADDRESSING

DESCRIPTION	BASE RATE
Deployment	INCL
CAN-SPAM Compliance	INCL
Opt-Out Processing	INCL
Creative Development	\$750/F

E] ORDERING INSTRUCTIONS

DESCRIPTION	INFO
20,000 Name Minimum	\$3300.00 Min
Client Provided Suppression File	\$350/F
TELEMARKETING IS NOT AVAIL	