NATURAL HEALTH DOSSIER

14,300 Actives US $ 135/M

Newsletter subscribers interested in the latest medical science, breaking health news, and newest natural cures. They are looking to take control of their health and tackle their future with treatments available and accessible to the general public. Subscribers receive mainstream medical myths and natural therapies straight from credible scientists and doctors with a track record to back it up.

Namebank International is a full-service, list brokerage and management company based in Baltimore, Maryland. Since its inception in 1980, Namebank has specialized in consumer travel, health, and personal finance lists. Our high-tech facilities can turn around most list orders in 24 hrs. If you are an owner of a high quality direct mail list and interested in being represented, please contact us.

Usage:
CSPI, Health Alert, Life Extension Foundation

Terms:
First time mailers must pre-pay then payment terms are 45 days after the mail date.
A signed list rental agreement is required for all test orders.
Sample mailing piece is required for List Owner approval.
All rentals are for a one-time usage only.
Mail date changes are subject to approval by the List Owner.
No stock sponsored offers accepted.
Gross Reuses must be cleared by List Owner prior to mailing.
Mailers may omit prior 6 months of usage

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Revised: 07/09/12
Names thru: May 2012
Source: Web Generated/Direct Mail
Unit of Sale: $49 Average
Selections:
State $5.00/M
Gender $5.00/M
SCF $5.00/M
Zip $5.00/M
Key coding $2/M
Lead Generation $50/M
*Source: $10/M
E-Mail $60/F
FTP $60/F

Free or lead generation offers will incur a $50/M fee.
Non-reciprocal rentals may be subject to a $50/M fee.
Low price point $39 and under will incur a $25/M surcharge.
Cancellations after processing will incur a $50/F fee, $10/M running charges and applicable shipping costs.

Order Minimum: 5,000
Net name policy: Minimum 50,000; 85% net plus $10/M running charges.
NCOA’d Quarterly.

Gender Percentages:
Males: 54%
Females: 34%
Unknowns: 12%

Namebank International is a proud member of the DMA