



## Nurses at Home Address

ALC MD presents the most complete coverage of nurses on the market with as many as 1.3 million more contacts than other sources. Reach the right nurses at home using ALC MD's nursing profession intelligence. Featuring over 30 areas of specialization within 19 license types, ALC MD Nurses provides more selection specificity than any other file on the market.

### Key Segments

5,332,307	Universe / Base Rate	\$72.00 /M
842,961	LPN's	+ \$10.00 /M
2,946,247	RN's	+ \$10.00 /M
1,524,459	Certified Nursing Aide	+ \$10.00 /M
9,231	Clinical Nurse	+ \$10.00 /M
114,811	Nurse Practitioner	+ \$10.00 /M
21,529	Nurse Anesthetist	+ \$10.00 /M
1,055	Psych Mental Health Nurse	+ \$10.00 /M
46,866	Public Health Nurse	+ \$10.00 /M
4,975	Nurse Midwife	+ \$10.00 /M
923	Psychiatric Clinical Nurse	+ \$10.00 /M
303,899	Phones	+ \$40.00 /M

### Audience Profile

Registered nurses constitute the largest healthcare occupation at 2.7 million jobs, of which 59 percent are in hospitals. The profession is projected to generate 587,000 new jobs by the year 2016, one of the largest numbers among all occupations. This demand will continue to command an increase in nurse salaries strengthening their position as affluent and educated consumers.

Nursing responsibilities have risen dramatically over the past 10 years and nurses are expected to perform more procedures and become more involved with total patient care. As such, they are very involved in physician office and hospital purchase decisions, often acting in an advisory and prescribing capacity.

As licensed professionals who are compensated based upon their level of education and experience, nurses continuously look to advance their knowledge, as well as meet the requirements of their profession in completing continuing education courses.

### Reach more nurses with professional offers:

- Medical Supplies
- Nursing Publications and Books
- Patient Care Items
- Seminars and Continuing Education
- Uniforms

### Reach more nurses with consumer offers:

- Apparel
- Bed and Bath
- Culinary Products
- Fundraising
- Gifts
- Health & Beauty Products
- Home & Garden Décor and Furnishings
- Travel Offers
- Women's Merchandise and Magazines

[Click Here to Visit the ALC MD Website](#)

### SPECIALTY COUNTS

Anesthesiology	4,737	Occupational Health / Therapy	973
Critical Care	7,783	Oncology	1,938
Emergency Medicine / Services	275	Operating Room	570
Family Medicine	12,095	Operating Room / Recovery Room	4,587
General Practice	5632	Orthopedics	538
Geriatrics	21,908	Other	17,474
Home Health	10,186	Pediatrics	9,145
Infectious Diseases	761	Psych / Mental Health	5,931
Administration	207	Public Health	1,492
Medical / Surgical	19,397	Recovery Room	7
Midwifery / Birthing	866	Rehabilitation	1,866
Neonatology	2,882	Unknown	21,022
Obstetrics / Gynecology	4,972	Women's Health	4,971
Obstetrics / Nursery	2,315		

### ADDITIONAL SPECIALTIES\*

	Peri-operative
Diabetes / Endocrinology	Primary Care
Drug / Alcohol Abuse	Surgery / General
Mental Health	Urology
Neurology / Neurosurgery	

\*Please inquire for counts

### Terms and Conditions

Payment due 30 days from mail date. Order cancellations within 10 days of mail date must be paid in full. Orders cancelled prior to 10 days before mail date include the following fees: \$150/F plus \$10/M, media and shipping charges. 20% commission on base rate and authorized brokers. Please allow 3-5 business days to process an order. Any order received at ALC is subject to a \$150/F cancellation fee. State and local sales tax will apply where applicable.

### Contacts

NAME	ROLE	EMAIL	PHONE	FAX
<b>Maryann Posten</b>	Reseller Division	<a href="mailto:maryann.posten@alc.com">maryann.posten@alc.com</a>	<b>(609) 580-2978</b>	(609)580-2863
<b>Shawn Danitz</b>	counts	<a href="mailto:shawn.danitz@alc.com">shawn.danitz@alc.com</a>	<b>(609) 580-2758</b>	(609) 580-2866

### LIST TYPE Consumer



### SOURCE

Government records

### GEOGRAPHY

Domestic (US)

### LIST OWNER

American List Counsel

### LIST MAINTENANCE

Counts through	02/28/2010
Last update	03/01/2010
Update frequency	SEMIANNUALLY

### UNIT OF SALE INFORMATION

### GENDER PROFILE

Male:	<b>9%</b>
Female:	<b>84%</b>

### SELECTION CHARGES

AGE	\$10.00 /M
GENDER/SEX	\$10.00 /M
GEO SELECT	\$10.00 /M
MARITAL STATUS	\$10.00 /M
NURSE TYPES	\$10.00 /M
REGISTRATION STATE	\$10.00 /M

### ADDRESSING

3 X 5 CARDS	\$25.00 /M
CD-ROM	\$75.00 /F
CESHIRE LABELS	No charge
DISKETTE	\$25.00 /F
EMAIL	\$35.00 /F
GALLEY LISTING	\$15.00 /M
MAG TAPE	\$25.00 /F
P/S LABELS	\$7.50 /M
TITLE SLUG	\$3.50 /M

### KEY CODING

Key Coding is available

Charges:	<b>\$3.00 /M</b>
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### MINIMUM ORDER

Quantity:	<b>5,000</b>
Dollar:	<b>\$0.00</b>

### REUSE

Please inquire

### TELEMARKETING

Telemarketing is allowed

### CANCELLATION

Charges:	<b>\$150.00 /F</b>
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### COMMISSIONS

Broker:	<b>20%</b>
Agency:	<b>15%</b>

### NET NAME ARRANGEMENTS

Net Name is allowed.

Net:	<b>85%</b>
Min Qty:	<b>50,000</b>
Run Charges:	<b>\$10.00 /M</b>

### EXCHANGES

Exchange is not allowed.



THE REST OF THE STORY