

ALC MD presents the most complete coverage of pharmacists in the nation with over 30% more contacts than most other sources. Reach these affluent and educated individuals at their home address where they make consumer purchases.

Key Segments

332,994	Universe / Base Rate	\$72.00 /M
156,174	Male Pharmacists	\$10.00 /M
176,820	Female Pharmacists	+ \$10.00 /M

Audience Profile

According to Drug Topics magazine, the average annual base salary of pharmacists has cracked the six-figure ceiling for the first time at \$107,403. The profession of pharmacists has become more lucrative as demand and recruiting is on the rise along with sign-on bonuses and company perks.

Pharmacists are licensed professionals who have interned under a licensed pharmacist, graduated from an accredited college of pharmacy, and passed the license examination. They enjoy high levels of discretionary income and leisure time away from work.

Reach pharmacists at their homes with:

- Credit Cards
- Financial Services
- Fundraising Appeals
- Magazine Subscriptions
- Mail Order Merchandise
- Travel Offers

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

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 to 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

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Shawn Danitz	Sales	shawn.danitz@alc.com	(609) 580-2758	(609) 580-2866

LIST TYPE

Consumer



SOURCE

Compiled lists

GEOGRAPHY

Domestic (US)

LIST OWNER

ALC

LIST MAINTENANCE

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

UNIT OF SALE INFORMATION

GENDER PROFILE

Male:	47%
Female:	53%

SELECTION CHARGES

ADDRESS TYPE	\$10.00 /M
GENDER/SEX	\$10.00 /M
GEO SELECT	\$10.00 /M
LICENSE STATE	\$10.00 /M

ADDRESSING

CHESHIRE LABELS	
DISKETTE	\$25.00 /F
E-MAIL	\$35.00 /F
MAG TAPE	\$25.00 /F
P/S LABELS	\$7.50 /M

KEY CODING

Key Coding is available

Charges:	\$3.00 /M
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MINIMUM ORDER

Quantity:	5,000
Dollar:	\$350.00

REUSE

Please inquire

TELEMARKETING

Telemarketing is allowed

CANCELLATION

Charges:	\$150.00 /F
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COMMISSIONS

Broker:	20%
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NET NAME ARRANGEMENTS

Net Name is allowed.

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

EXCHANGES

Exchange is not allowed.



THE REST OF THE STORY