

## ACTIVE ONCOLOGY NURSES

This **Active Oncology Nurses** file is the largest, most selectable, and clearly the most economically priced Oncology Nurse list on the market today. Integrated Business Services, Inc. is the exclusive owner of this file, which is a part of the **MEDbase<sup>200</sup> Masterfile**, and is 100% Deliverability-Guaranteed. The file is also NCOA/CASS-certified monthly and again with every new shipment.

Please visit <http://www.medbase200.com> for further details, or email us at [info@medbase200.com](mailto:info@medbase200.com) for refined counts and costs.

### PRIMARY SELECTIONS

### COST

113,434 Total USA Universe - Base Rate	\$59.00 /M
113,434 Nurse License Type (RN, LPN, etc)	+ \$0.00 /M
113,434 Function	+ \$20.00 /M
113,434 Work Setting/Environment	+ \$20.00 /M
113,434 Education Level	+ \$20.00 /M
113,434 Gender	+ \$20.00 /M
61,233 Ethnicity	+ \$20.00 /M
113,434 Geographics	+ \$10.00 /M
99,234 Patient Ailments or Treatments	+ \$20.00 /M
98,232 Lifestyle Selections (Political, Social)	+ \$20.00 /M
113,434 CME Activity / Interests	+ \$20.00 /M
105,947 Email Addresses	+ \$20.00 /M
61,209 SMS Text Access	+ \$20.00 /M

### DESCRIPTION

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This file consists of **Active Oncology Nurses** who are selectable on the basis of their work environment, specialty, concentration/focus, professional interests and experiences, function, book buyership, and technology use. **Active Oncology Nurses** may also be cross-selected by their patient-base illnesses, patient condition(s) and/or medical ailments. These **Active Oncology Nurses** can also be selected on the basis of their lifestyles, the RX/OTC drugs they are experienced with, as well as the related ailments that those therapeutic agents are designed to address.

Like all files available through the **MEDbase<sup>200</sup> Masterfile**, this file can be filtered in ways not available through any other list source, and is readily available for postal mailings, as well as email campaigns and SMS message deployments. The list owner offers a **FREE "Double-Back"**™ email

### MEDIA TYPE

Business and Consumer

### FILE / MARKET ID

Owner/Manager	IBSIONCONUR
NextMark ID	143322
mIn	108538
SRDS	859051-000

### SOURCE

Research-based masterfile



### GEOGRAPHY

Domestic (US), Canada, ROW

### MASTERFILE TYPE

Respondee opt-in  
Proprietary survey-generated  
Research-based  
Internally audited and verified  
CASS/DPV/NCOA-Certified monthly  
Deceased-Suppressed, every use

### FILE MAINTENANCE

Market Entry	12/01/1982
Counts through	1/01/2010

### DATA CARD MAINTENANCE

New to Market	12/01/1982
Next update	3/01/2011

deployment with every email campaign order.

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SECONDARY SELECTIONS	COST
Social Network Type	\$10.00 /M
Network Access Frequency	\$10.00 /M
Software Usage/Preference	\$10.00 /M
# Friends, Contacts, Connections	\$10.00 /M
Personal/Business Associations	\$10.00 /M
Business/Personal Blog Followers	\$10.00 /M
Blog "Follower" by Genre	\$10.00 /M
Topics of Greatest Interest	\$10.00 /M
Age bracket	\$10.00 /M
Household Income Bracket	\$10.00 /M
Marital Status	\$10.00 /M
Ethnicity / Race	\$10.00 /M
Language/Fluency	\$10.00 /M
Religion	\$10.00 /M
Home Ownership/Value	\$10.00 /M
Donors by Cause	\$10.00 /M
Presence of Children	\$10.00 /M
Technology Use	\$10.00 /M
Lifestyle, Interest, Experience	\$10.00 /M
Insurance Coverage	\$10.00 /M
Medicare/Medicaid Enrollee	\$10.00 /M
Book or Magazine Readership	\$10.00 /M
Incidence of Ailments	\$10.00 /M
Recency by Month	\$10.00 /M
Travel Plans/Frequency	\$10.00 /M
Buying Habits	\$10.00 /M
Credit Card Usage	\$10.00 /M
Mail Order Buyer (MOB)	\$10.00 /M
Brand Preferences	\$10.00 /M
Rx/OTC Medication Usage	\$10.00 /M
Political Affiliation/Alignment	\$10.00 /M
Housing/Property Type	\$10.00 /M
SMS Access	\$10.00 /M
Email Access	\$10.00 /M
Length of Residence	\$10.00 /M

AVERAGE HH INCOME	
Annual Value	\$36,567

MINIMUM ORDER	
Record Quantity	5,000
Order Value	n/a

COMMISSIONS ALLOWED	
Brokers	20%
Agencies	20%
<b>Volume Discounts</b> available for quantities over 50,000 records.	

NET NAME ARRANGEMENTS	
Negotiable based on volume	

EXCHANGES	
Exchange not permitted	

EXTENDED USAGE	
<b>REUSES:</b> Significant discounts are allowed for reuses when reuses are ordered with the initial use. <b>UNLIMITED 1-YEAR USAGE:</b> Special pricing applies to this option.	

TELEMARKETING	
Phones are not releasable, and phone appending is strictly forbidden.	
Fax numbers are not released, and fax appending is strictly forbidden.	

CANCELLATION	
Cancellations are acceptable	\$50.00 /M
prior to original mail date.	

FINANCIAL	
VISA/MC/AMEX	Accepted

### ADDRESSING

LIST OWNER
Integrated Business Services , Inc.

**UNIT OF SALE (“MOB”) INFORMATION**

High	\$150.00
Average	\$76.00
Low	\$50.00

**GENDER DISTRIBUTION**

Male	4%
Female	96%

**GUARANTEE**

This list is guaranteed for 100% deliverability as posted prominently at [medbase200.com](http://medbase200.com).

**CONTACT**

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A/B Split	n/c
email Delivery of Output	\$50.00 /F
email Deployment	\$35.00 /M
email Creative Setup	\$100.00 /F
FTP Drop box Transfer	\$50.00 /F
Nth Name Filtering	n/c
Run Charges where applicable	\$7.50 /M
Rush Fee	\$100.00 /F

**SPECIAL INSTRUCTIONS**

Integrated Business Services, Inc. (“IBSI”) is the exclusive owner of this file. Sample Mail Piece (SMP) required prior to release of file.

**LIST USE RESTRICTIONS**

List owner reserves the right to restrict usage for any reason whatsoever. Sample Mail Piece (SMP) is required prior to list shipment. Mailers are required to sign a List Use Agreement (LUA/LRA/LLA) prior to list shipment. List owner reserves the right to decoy-seed all lists to detect unauthorized usage. List usage guidelines are strictly enforced. Penalties apply for list use violations.