

BY PRESCRIPTION

1,539,715 CURRENT RX/OTC MED USERS \$175.00/M GENDER: 50/50
CAN SELECT

MILLIONS OF AMERICANS PURCHASE NAME BRAND, OVER THE
COUNTER AND PRESCRIPTION DRUGS TO TREAT AILMENTS ADDRESSING:
RANGING FROM ATTENTION DEFICIT DISORDERS TO WEIGHT SEE SELECTIONS
CONTROL. THESE CONSUMERS ARE IDENTIFIED AS USING
SPECIFIC MEDIATIONS OR MEDICAL DEVICES. SELECTIONS
ARE AVAILABLE FOR SPECIFIC PRESCRIPTION DRUGS OR
DEVICES. KEYING: \$2.00

SELECTIONS AVAILABLE--CONTACT LIST MANAGER FOR COUNTS MINIMUM ORDER:
5,000

ADHD MEDICATION: ADDERALL, ADDERALL XR, CONCERTA,
RITALIN M, RITALIN LA. SAMPLE REQUIRED

ALLERGY MEDICATION: ALLEGRA, RX ALLERGY MEDICATIONS, THRU: APRIL 2011
RX ASTHMA MEDICATIONS, BECONASE, CLARITIN/CLARITIN D NEXT: NOVEMBER 2011
FLONASE, NASACORT, NASALCROM, NASONEX, RHINOCORT
AQUA, RHINOCORT, VANCENASE, ZYRTEC.

ARTHRITIS MEDICATION: CELEBREX, VIOXX

CARDIOPULMINARY MEDICATION: LIPITOR

DEPRESSION MEDICATION: PAXIL, PROZAC, ZOLOFT

DIABETES MEDICATION: GLUCOPHAGE, ORAL OR INJECTABLE
INSULIN

GASTROINTESTINAL MEDICATION: HEARTBURN MEDICATION

GENDER SPECIFIC MEDICATION: PREMARIN, VIAGRA

MEDICAL DEVICES: HEARING AID, WHEELCHAIR

MIGRAINE MEDICATION: IMITREX

MISCELLANIOUS MEDICATION: DETROL

SKIN MEDICATION BY CONDITION: NAIL FUNGUS MEDICATION
SCAR TREATMENT

VISION CONCERN: CONTACTS, EYEGASSES, LASIX OR
OTHER SURGICAL VISION CORRECTION

WEIGHT CONTROL MEDICATION: OBESITYL

ADDITIONAL SELECTIONS AT +\$15/M

AGE	INCOME	SFDU
MFDU	HOMEOWNERS	GENDER
CHILDREN	MAIL ORDER BUYERS	CREDIT CARDS
DONORS	ETHNIC	

(CONTINUED ON NEXT PAGE)

Midwest Direct Marketing, Inc.

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BY PRESCRIPTION (CONT.)

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE
ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE
SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: MEDICAL & HEALTH MARKET RESEARCH

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
DEMOGRAPHIC SELECTIONS	\$15.00/M
PHONES	\$30.00/M
PRESCRIPTION DRUGS	\$100.00/M
OTC DRUGS	\$20.00/M
ELECTRONIC DELIVERY	\$50.00
EMAIL DEPLOYMENT	\$325.00/M

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