

Ailment Insights Database

Postal Universe	29,318,078	\$120/M
Monthly Hotline	2,936,354	+\$15/M
Email Universe	19,227,525	\$185/M

Email Price Includes HTML Setup, Transmission, Testing, & Reporting

Ailment Insights Database from AWI is a self-reported, HIPAA compliant, 100% opted-in master file of the top ailment sufferers within the US. Sourced through surveys conducted on behalf of the leading pharmaceutical companies and market research organizations, these individuals care about their health and are looking for opportunities that provide a better quality of life. Email price includes HTML setup, transmission, testing, and reporting.

AWI brings you the Ailment Insights Database for both postal and email channels. This web-friendly population wants to hear more about their particular ailment and the alternatives on the market to manage their ailment. Enhance your file with demographic selects and target your audience by ailment selects, including but not limited to:

- Allergies
- Arthritis
- Asthma
- Back Pain
- Diabetes
- Heartburn
- Heart Disease
- High Blood Pressure
- High Cholesterol
- Insomnia
- Migraines
- Obesity

AWI is your multi-channel solutions partner! AWI is your one-stop shop to be first in the mailbox and the Inbox! AWI literally delivers your emails! AWI email services price includes HTML setup, transmission, testing, and reporting. Counts are updated monthly and published quarterly. Please inquire about usage.

Visit us at andrewswharton.com for all your marketing needs!

To place an order or for more information please email us at becertain@andrewswharton.com.

LAST UPDATED

4/1/2021
Counts updated monthly, published quarterly.

SELECTS

Key Ailments	\$0/M
Monthly Hotline	\$15/M
Geo/Geographical	\$8/M
Age	\$10/M
Income	\$12/M
Run Charge	\$10/M
A/B Split	\$350/F
Opt-out Suppression	\$350/F

ADDRESSING

EMAIL/FTP	\$50/F
HTML Setup, Transmission, Testing, Reporting	N/C

MINIMUM ORDER QUANTITY

Postal Universe	12,000
Email Universe	25,000

NET NAME AVAILABLE

85% on orders ≥ 50000 \$10/M Run Charge

REUSE AVAILABLE

Minimum Reuse Order

6,000

TRACKING CODE ID

NextMark ID

259185

SRDS ID

903786-0

Prepayment required for first time and email clients. Each rental provides only one-time use. Sample mailing, telemarketing script, and/or emailing creative required.

Orders cancelled after original mail date require payment in full; prior to original mail date subject to \$150 cancellation fee per order, \$10/M running charge, format charges, and shipping costs.

Email orders cancelled after creative testing subject to \$150 cancellation fee per order.