



Post Natal

722,000 Physicians
Base Price \$80.00 Per Thousand
 Office Based—Premium Physician Database
 Phones: \$25.00/M
Minimum Order: \$400.00

When a new Mom or Dad sees their newborn baby and feels their breath on their face for the first time, they know at that moment they will do everything in their power to protect and provide for their beautiful new angel, whatever it takes. These adoring new parents apply for more credit to purchase the crib, diapers, formula, layette, teethingers, books and toys.

Protection comes from purchasing a minivan, life and health insurance, and opening up a college savings account. Whatever it is, these new parents are in a buying mode from the moment they hold their precious baby in their arms.

Selections

Date of Birth	\$ 7/M
Estimated Age	\$ 5/M
Estimated Income	\$ 5/M

Available Output Formats:

Cheshire Labels*(4-up)	\$ 5.00/M	Manuscript*	\$ 8.50/M
PS Labels*	\$12.50/M	4x6 Cards	\$25.00/M

**Subject to Print Output Minimum . . . \$50 per job*

Output Media:

Email	\$25.00	CD-ROM	\$40.00
FTP	\$25.00	Diskette	\$25.00
Cartridge	\$25.00		

