



# National Diabetic Database

CAS, Inc.

**11 Million Individuals**

**Base Price \$120.00 Per Thousand**

Includes Name, Address, City, State, Zip

Phones: \$20.00/M

**Minimum Order w/out email: \$300.00**

CAS now houses the largest database of diabetics available to the direct marketing industry. This file contains 100% postal addresses and over 5 million phone numbers for your telemarketing efforts.

**Sources:** Compiled from thousands of web sites and registration pages related to diabetes, the National Diabetic Database is the file of choice when marketing to diabetics and their families. Whether you are promoting a new glucose meter, monthly insulin and related supplies, or natural remedies, this file will put you in front of more diabetics than any other database on the market.

**e-mail:** The National Diabetic Database is equipped with an e-mail indicator. We can easily provide you with counts and deploy your message to diabetics across the internet through our e-mail deployment partners.

**Facts:**

- 10.5 million diabetic records with full postal addresses
- 5 million diabetic records with a phone number
- 1 million + diabetic records available for e-mail deployment

**Demographic Selects**

**Available: \$5/M**

- Address Type
- Dwelling Type
- Estimated Age
- Estimated Income
- Ethnic Code
- Gender
- Homeowner Type
- Household Composition
- Length of Residence
- Marital Status
- Median Home Value
- Median Income
- Median Years in School
- Percent Black
- Percent Hispanic
- Property Type
- Presence of Children

**Output Media:**

- e-mail \$25.00
- FTP \$25.00
- Cartridge \$25.00
- CD-ROM \$40.00
- Diskette \$25.00

**e-mail Deployment:**

- List cost plus \$95/M
- Deployment Minimum \$1200

**We Will Need:**

- Seed list for the test e-mail
- Subject line
- From line
- HTML Message Version
- Text Message Version

Reporting will be provided  
On 2<sup>nd</sup> and the 7<sup>th</sup> day after  
deployment

