



## American Nurses File

### 7.1 Million Nurses (RN, LPN, CRNA, NP)

#### Nurse Master File Profile:

Our Nurses Master File is derived from the highest quality of healthcare information from state medical boards, medical & healthcare plans, hospitals, and from our website data collection programs.

#### Nurse Master File Highlights:

Dundee Data offers direct marketers access to a listing of registered nurses and licensed practical nurses by nurse specialty, age, gender, household income, address type, state license data, telephone numbers, email addresses, and much more...

Registered Nurses	3,915,530	Licensed Practical Nurses	1,151,830
Nurse Anesthetists	51,978	Clinical Nurse Specialists	15,212
Nurse Midwives	6,650	Nurse Practitioners	128,540
Nurse Assistants	1,878,684		
Telephone Numbers	2,646,203	Email Addresses	2,567,522

#### List Rental Prices:

Base Price	\$65/M	Type of Nurse	\$5/M
Nurse Specialty	\$20/M	Age	\$5/M
Gender	\$5/M	HH Income	\$10/M
Key Coding	\$3/M	Geography	\$5/M
Telephone Numbers	\$15/M	Minimum Order	\$195/Flat
Email Broadcast	\$200/M		

*25% Discount to all recognized List Brokers*

#### Media Materials:

PS Labels	\$7.50/M	CDROM	\$25/Flat
Email Delivery	\$25/Flat	FTP Posting	\$25/Flat

#### Market Method:

An RN Nurses' average annual income is \$50,000, and they are making more purchasing decisions for their employers. This makes them excellent prospects for uniforms, continuing education seminars, travel, finance & insurance, credit cards, fashion &/or supply catalogs, trade publications, journals, and much more...