

# Licensed Nurses Database

Total Universe: 5,400,000

Base Rate: \$75.00/M



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## Description Summary

Nurses represent a unique segment of healthcare professionals, every day they will touch a life while helping patients cope with various illnesses. According to the bureau of Labor Statistics' Employment Projections 2012-2022 released in December 2013, Registered Nursing (RN) is listed among the top occupations in terms of job growth through 2022. With the AmeriList Nurses Database, we make it easy for you to connect with nurses throughout the United States. This list is a perfect resource for marketers who need to target nurses for continuing education programs, medical publications, medical seminars, and nursing apparel. When you choose the AmeriList Nurses Database, you can be assured that you are choosing the most complete nurses database on the market. With over 50 data elements to choose from, our Nurses Database gives you the ability to pinpoint your best prospect instantly.

## How our Data is Compiled

Our data is compiled using more sources than any other compiled consumer database in the industry, including: State License records, Direct Responses, Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transaction Data.

We verify our database on a monthly basis to ensure accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

## Consider the facts:

- The median salary for nurses is \$65,470
- Nursing is the largest health care occupation
- Nursing is the fastest growing occupations in the U.S.
- Nurses have earned an Associate's degree or higher
- 3 out of 5 nurses work in a hospital setting
- 1 out of 4 nurses works part-time

## Recommended Usage

Our Nurses database is perfect for Continuing Education, Medical Publications, Seminar Coordinators, Uniform and Equipment Retailers, Women's Apparel Catalogs, Financial Services, Travel and Health Newsletters.

## Selects (may incur additional charges)

|                        |           |                      |           |                    |           |
|------------------------|-----------|----------------------|-----------|--------------------|-----------|
| RNs                    | \$10.00/M | Specialty Selections | \$20.00/M | Nurse Practitioner | \$10.00/M |
| LPNs                   | \$10.00/M | Phone                | \$20.00/M | Gender             | \$10.00/M |
| Certified Nursing Aide | \$10.00/M | Age                  | \$20.00/M | Nurse Anesthetist  | \$10.00/M |

## Market Type

B2C, U.S. Consumer

## Geography

U.S.

## List ID

ALD037

## List Channels

Postal & Telemarketing

## Source

Compiled from direct response & State License records.

## Output Options

Electronic, Printed

## Update Cycle

Monthly

## Minimum Order

Quantity: 6,000

Price: \$450.00

## Net Name

Floor: 85%

Minimum Quantity: Inquire

Run Charge: Flexible

## Exchanges

Available

## Reuse

Available 50%

## Cancellation Charges

All orders canceled after shipping will be billed at 50% of the original order, in addition to any applicable shipping charges.

## Commission

20% commission will be paid to registered agencies

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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