

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

9200A

SMOKING CESSATION AIDS AND PRODUCTS

These individuals purchased workbooks, videos and substitute products to end their nicotine addiction. This premier database includes the health care, public health and school health educators who will make the buying decisions for educational materials, promotion programs and services in institutions such as schools, public health businesses and health care.

Total Database - 33,428

Available Selects \$5/M

| | |
|---|-------|
| Anti-Tobacco Awareness Programs | 1,333 |
| Corp. & Worksite Smoking Cessation Progs. | 1,790 |
| Dental Anti-Tobacco Progs./Health Ed. | 1,125 |
| Hospital & Healthcare Trmt. & Awareness | 7,734 |
| Non-Profit Anti-Tobacco Grps. & Progs. | 2,654 |
| Sports/Athletic Anti-Tobacco Programs | 2,409 |
| Public Health Programs (State & Local) | 4,810 |
| School Tobacco Education/Cessation | 8,565 |
| Smokeless Tobacco Cessation Programs | 3,007 |

Terms and Pricing

| | | | | | |
|---------------|--------|-------------------------|--------|-------------------|-------|
| List Rental | \$90/M | Recency Select (3 mos) | \$20/M | Gender Select | \$5/M |
| Minimum Order | 3000 | Recency Select (6 mos) | \$15/M | Geographic Select | \$5/M |
| FTP | \$50 | Recency Select (12 mos) | \$10/M | Age/Income Select | \$5/M |
| E-Mail | \$50 | Telephones | \$35/M | Key Coding | \$5/M |

Brokers Welcome