

2020 RATES

Direct Mail

In today's digital world, tangible outreach like Direct Mail creates an emotional engagement with the recipient that is impossible to replicate digitally. Choose your audience from **over 2.8 million nurses** and reach them in a way that is **engaging, familiar and effective.**

MULTI-CHANNEL CAMPAIGN

Combining Direct Mail with campaigns in other Nurse.com advertising channels, such as Social Media, Targeted Network Display or Precision Email, is proven to increase engagement and response rates in all campaigns. Multi-channel campaigns provide you with the opportunity to extend your message and stay front of mind with your nursing audience no matter where they are or what they're doing, resulting in increased traffic and leads and helping you to achieve your objectives.

KEY FEATURES & BENEFITS

- Utilize consistently updated lists of more than 2.8 million RNs
- All address purchases are individually validated through NCOA
- Targeting available by specialty, academic level, position and age
- Geographic targeting available by city, county, zip code and radius
- RN lists available for rental (one-time use only) with options to work with your own mailing house
- Pre-packaged postcard service options available

MAILING LIST QTY

COST PER NAME

500,001 AND ABOVE	\$0.04
300,001 - 500,000	\$0.05
100,001 - 300,000	\$0.06
50,001 - 100,000	\$0.09
20,001 - 50,000	\$0.11
10,001 - 20,000	\$0.14
5,001 - 10,000	\$0.18
up to 5,000	\$0.22

- Mail list minimum purchase amount—\$600
- Direct Mail Plus minimum purchase of 5,000 pieces
- Suppression/removal/segmentation/programming—\$150 per item
- Design - \$500 per item
- Multiple art versions—\$250 per version (Applies to 4.25"x 6" & 6"x9" card only)
- First class postage and handling additional 30% fee (Applies only to 6"x9" card only)
- Mailing list rentals are for one time use only

DIRECT MAIL PLUS (INCLUDES LIST RENTAL, POSTAGE, PRINTING & FULFILLMENT)

4.25" x 6" POSTCARD

SUGGESTED PRICE/PIECE

500,001 AND ABOVE	\$0.40
300,001 - 500,000	\$0.42
100,001 - 300,000	\$0.47
50,001 - 100,000	\$0.50
20,001 - 50,000	\$0.55
10,001 - 20,000	\$0.60
5,001 - 10,000	\$0.65
up to 5,000	\$1.50

6" x 9" POSTCARD

SUGGESTED PRICE/PIECE

500,001 AND ABOVE	\$0.42
300,001 - 500,000	\$0.45
100,001 - 300,000	\$0.50
50,001 - 100,000	\$0.60
20,001 - 50,000	\$0.65
10,001 - 20,000	\$0.70
5,001 - 10,000	\$0.75
up to 5,000	\$1.95

CONTACT

Email advertise@nurse.com

Phone 877.895.0560

Note: Mailing list rentals are eligible for bundle discounts whereas post card services count toward total spending but are not eligible for further discounts.