



# AALC HEALTH DATABANK

Total Records – 973,000

December '02

### Description

AALC's SQL – powered data bank contains atomic – level intelligence about consumers who have identified their interest to find information for themselves or family members about treatment, symptoms, causes or cures for specific ailments.

### Age breakdown

18-34	6%
35-54	14%
55-74	33%
75+	44%

Osteoarthritis	153,000
Macular Degeneration	200,000
Glaucoma	78,000
Alzheimer's	560,000

### SOURCE

Direct mail surveys/  
E-mail surveys

### OTHER SELECTS

State  
SCF  
Zip  
Gender  
Split

**MINIMUM** 5,000

Sample mail piece required.

### MAINTENANCE

CASS certified  
NCOA

### Cancellation Policy

*Running charges @ \$10.00/M plus \$50.00 if order is canceled at least two weeks before mail date. Orders cancelled after mail date requires payment in full.*

### Contact

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