

AMA BUSINESS PRODUCT MAIL ORDER BUYERS

19,495	3-Month Mail Order Buyers	\$130/M +Selects
23,379	6-Month Mail Order Buyers	\$130/M +Selects
51,539	12-Month Mail Order Buyers	\$130/M +Selects
88,129	24-Month Mail Order Buyers	\$130/M +Selects
122,927	Total File Mail Order Buyers	\$130/M +Selects
	Non-Medical/Non-Healthcare Offers	\$100/M +Selects
	Consumer Catalog Mailers	\$100/M +Selects
	Fundraiser Mailers	\$75/M +Selects



DESCRIPTION

The American Medical Association (AMA) is the world's foremost scientific publisher. AMA Business Products, the book publishing division of the AMA, creates books, products and software covering the latest information on a host of topics important to a successful medical practice. Through catalog and online sales, AMA products are geared toward coding professionals, office managers and physicians who are responsible for obtaining the maximum amount of money available from insurance reimbursement within medical offices and hospitals.

Along with a vast line of coding and reimbursement materials, the AMA also provides customers with books and products covering medical practice management, electronic health records (EHR), career development, law and ethics, impairment evaluation, medical education, physician statistics, patient communication and clinical guidelines.

Try the **AMA Business Product Buyers** file today for your business-to-business as well as consumer offers, including office supplies, gift catalogs, greeting cards, business/leisure travel, seminars, magazine subscriptions, uniforms, computer hardware/software, clothing catalogs, cellular service, executive planners and so much more

CANCELLATION POLICY:

After Shipping & Before Mail Date:

\$50/F plus run charges, selects, output costs and/or shipping costs.

After Mail Date:

Full amount of invoice is due. Rush Charges will apply to all orders needed within less than 3 days from approval (inquire).

Selections:

3-Month	\$15/M
6-Month	\$10/M
12-Month	\$5/M
Buyer By Category	\$10/M
Physician Specialty	\$10/M
SCF/State/Zip	\$10/M
Business Address	\$5/M
One Per	\$5/M
Run Charges	\$10/M
Rush Charge	\$100.00/F

(Rush Charges incurred on orders less than 3 days from time of approval)

Addressing:

Email	\$75/F
CD/Diskette	\$30/F
Key Coding	\$3/M

Avg. Unit of Sale: \$150+

Minimum Order: 5,000

Source: Direct Response 100%

Sample Mailing Piece and List Rental Agreement Required

Contact:

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Next Update: January 2009

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3/31/06