

<Convergence List Series >

# Convergence Nurses

**Count** 953,061 records; 87,719 male, 757,726 female, 107,616 unknown gender; 100% 3-line residential addresses.

**Buyer Profile** This multi-sourced list consists of registered nurses and a smaller quantity of dental technicians and hygienists. This educated, largely female audience works long hours and irregular schedules. They juggle a challenging career with family and community responsibilities. Nurses man the front lines of our healthcare system, applying equal parts compassion and technology. Their modest incomes and harried schedules make them discerning value shoppers. They are great fans of traditional catalogs and online catalogs. These dedicated care givers have purchased via direct response display advertising, direct mail, and Internet e-commerce.

**List Applications — Lifestyle** Household, apparel, children's and gift catalogs including their online counterparts, budget vacations, sports and outdoor equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

**List Applications — Technology** Home computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), personal web hosting including photo-sharing sites, instant messaging, digital cameras and camcorders, gaming consoles and accessories.

**List Applications — Financial** Pre-paid tuition programs, brokerage firms, mutual funds, online research, online financial data and news, investment newsletters, online banks, insurance including malpractice, life, health, auto, home, and personal umbrella liability policies, retirement planning services, financial and tax software and services, automobile leasing, mortgages, credit cards, affinity cards, and smart cards.

**List Applications — Health and Education** Nursing recruitment, nursing journals and newsletters, nursing apparel catalogs, continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

**List Rental Fee** \$75/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

**12-Month Unlimited Use License** \$61,000 for entire file; net 15 days; brokers and agencies welcome.

**Free Geographic Selects** Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

**Free Demographic Selects** Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

**Free Key Coding and A/B Splits** Free key coding and A/B splits are available upon request; no charge.

**Format** Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

**Shipping/Availability** Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

**Quality/Hygiene** This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

**Update Frequency** Monthly on the last business day of the month; approx. 35,000 new records per month.

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