

## Reach over 90% of the healthcare marketplace with AdPronto Direct Mail for Healthcare

We live in a world where each of us is constantly bombarded by advertisements from television, radio, newspapers, magazines, e-mail and the Internet. Our society has become so saturated with advertising that it has become increasingly difficult and expensive to reach a targeted audience.

### Why direct mail advertising makes sense.

- No medium reaches a higher percentage of healthcare professionals than direct mail.
- No medium reaches a higher percentage of healthcare professionals who are likely to work for you. 90% of healthcare professionals live within 15 miles of their place of work. Direct mail allows you to target this audience.
- Direct mail delivers your message in an “uncluttered” environment. While it is true that each of us receives a significant amount of “junk mail,” the amount of advertising we receive via direct mail is a fraction of the advertising received via broadcast, print and Web-based media.
- No medium has a longer shelf life than direct mail. Unlike most other media whose shelf life is measured in minutes, direct mail has a shelf life of several weeks.

### Occupations Available in DC, DE, MD, NJ, PA and VA

Licensed Practical Nurses

Medical Doctors

Nurse Practitioners

Occupational Therapists

Pharmacists

Physical Therapists

Physician Assistants

Psychologists

Registered Nurses

Respiratory Therapists

Social Workers

Social Workers (Clinical)

Speech Language Pathologists

## Contact Us Today

### Call or e-mail your Davis Account Manager or:

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### Healthcare demographics every manager should know:

- 93% of healthcare professionals who live within 15 miles of your facility don't work for you.
- 90% of healthcare professionals work within 15 miles of their employer.
- Job board postings reach less than 5% of healthcare professionals who live within 15 miles of your facility.

## Project Examples with Pricing

### Example #1: Physical Therapists

Our database identifies a total population of 812 Physical Therapists who live within 10 miles of ZIP code 18966 (Southampton, PA).

The cost for a 4¼" x 5½" postcard (designed and delivered) would be **\$934.24**.

*Note: Prior to the development of our AdPronto service, this project would have cost \$3,470.*

*AdPronto reduced the cost of direct mail advertising by 73%.*

The turnaround time (delivery to recipients via USPS) is five to ten days.

### Example #1: Registered Nurses

Our database identifies a total population of 8,286 Registered Nurses who live within 10 miles of ZIP code 08060 (Mount Holly, NJ).

The cost for a 4¼" x 5½" postcard (designed and delivered) would be **\$4,236.52**.

*Note: Prior to the development of our AdPronto service, this project would have cost \$8,369.*

*AdPronto reduced the cost of direct mail advertising by 49%.*

The turnaround time (delivery to recipients via USPS) is five to ten days.