

411 Email Alerts



411 Email Alert™

For continuing education providers, 411 Email Alerts are the fastest and most efficient way to reach your target audience. Since 2003, RXinsider has been an established leader in the development and launching of brand-building and audience-generating email alerts. Our proprietary email database is updated daily and contains more than 180,000 healthcare professionals.

Online Activity Promotion

Conference / Meeting Promotion

Certification Course Promotion

Surveys

Features

- DESIGNED and LAUNCHED by the RXinsider Design Team
- 48 hour turnaround time from design to launch
- Attentive and knowledgeable customer service
- High retention rates by recipients lengthening your campaign life-cycle
- Multiple “forwards” by recipients broadening your campaign reach
- More cost effective than direct mail

Benefits

- Immediate branding exposure
- Targeted messaging
- Inquiry and lead / contact generation
- Measurable results (opens & clicks)

Practitioner Types

Practitioner Types	Email Count
Pharmacists	95,000
Nurses	85,000

Practitioner Types

Practitioner Types	Investment
JC2001 1 Alert / Tier 1 State	\$599
JC2002 1 Alert / Tier 2 State	\$799
JC2006 1 Alert / Nationwide	Contact Us
JC2012 Custom Package	Contact Us

Tier1 States:

AR AK CT DE DC HI ID IN IA KS KY LA ME MN MS MT NE
NV NH NM ND OK OR RI SC SD UT VT WV WI WY

Tier2 States:

AL AZ CA CO FL GA IL MA MD MI MO NC NJ NY OH PA TN
TX VA WA