



The Washington Physicians Directory

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Mailing Lists

Mailing lists of M.D.'s and D.O.'s listed in the Washington Physicians Directory may be rented for one-time use. You may custom tailor your list, selecting by medical specialty, geography, year of graduation from medical school, and foreign language.

You may rent your list on 1-up pressure sensitive labels or in an electronic format, should you want to produce one personalized letter in-house or use your printer/mailer to do a larger mailing. Printers/mailers are using high-speed jet ink or laser equipment which "types" the address directly onto the mailing piece.

Some things to consider when putting a mailing together:

- 1) Who needs to know what you have to say? What specialists and where they're located are primary concerns.
- 2) Who's going to do this mailing? Does your professional staff have time to stick labels on envelopes and do the inserting and stamping, or are you better off using a professional mailing service? I will always recommend you get prices from your printer . . . it's a free quote. Quite often, especially with larger mailings, the money they save you in postage may offset all of your mailing preparation charges.
- 3) Would a personalized letter be preferable to labels? You may have the in-house expertise to do this on your own computer.
- 4) How much will your postage be? Here I heartily recommend consulting with your printer/mailer. Automating your mailing can save you a substantial amount of time and money.

RATES FOR MAILING LISTS

(M.D.'s/D.O.'s & Hospitals please call for discounted rates.)

I-Up Pressure Sensitive Labels

1st thousand or less*	\$75.00
Additional thousand**	\$60.00

Electronic Format for one-time use

1st thousand or less*	\$70.00
Additional thousand**	\$55.00

* minimum charge

** additional thousands prorated to nearest hundred

There are no additional charges for special selections.

Please call **301-384-1506** to place your order. Credit card orders expedite processing.