

# Customize your list...

## By specialty

Target your mailing to the people who currently use your services or introduce your product to our complete list of medical service providers.

Addiction	Critical Care Medicine
Allergy	Endocrinology
Anesthesiology	Gastroenterology
Dermatology	Hematology/Oncology
Emergency Medicine	Infectious Disease
Family Practice with Urgent Care	Neonatal-Perinatal Medicine
Family Practice without Urgent Care	Nephrology
Genetics	Neurology
Geriatrics	Pulmonary
Internal Medicine/General	Rheumatology
Internal Medicine/Subspecialty	Other
Cardiology	Physical Medicine/Rehabilitation
Critical Care	Psychiatry
Endocrinology	Public Health/Preventive Medicine
Gastroenterology	Radiation Oncology
Hematology/Oncology	Radiology
Immunology	Surgery/General
Infectious Disease	Surgery/Subspecialty
Nephrology	Cardiovascular/Cardiothoracic
Neurology	Colon/Rectal
Pulmonary Disease	Hand
Rheumatology	Neurology
Other	Oncology
Obstetrics/Gynecology	Orthopedics
Occupational/Industrial Medicine	Otorhinolaryngology
Ophthalmology	Pediatric
Pain Management	Plastic
Pathology	Thoracic
Pediatrics/General	Traumatic
Pediatrics/Subspecialty	Transplant
Adolescent Medicine	Urological
Allergy	Vascular
Cardiology	Other
	Other

## By state or chapter

Focus your direct mail dollars where they will make the most impact. We can customize your list geographically, whether you are planning a statewide, regional, or national campaign. Simply list, by state abbreviation, those you wish to target, or check the appropriate box on the order form.

AK	CT	IA	LA	MO	NH	OR	UT
AL	DC	ID	MA	MS	NM	PA	VA
AR	DE	IL	MD	MT	NV	RI	VT
AZ	FL	IN	ME	NC	NJ	SC	WA
CA	GA	KS	MI	ND	NY	SD	WI
CO	HI	KY	MN	NE	OH	TN	WY
					OK	TX	WV

Air Force Army Navy Public Health Veteran Affairs

## By work setting

PAs are involved in every health care setting. You may choose to deliver your message to PAs in a variety, or all, of these categories.

Solo Practice Physician Office  
Group Practice Physician Office  
HMO  
Hospital  
Other Free Standing Clinic  
Rural Health Clinic  
Federally Qualified Health Center: Rural  
Federally Qualified Health Center: Not Rural  
Other

## Here's how to order

**1** Recognized AAPA constituent organizations are eligible to receive three complimentary mailing lists annually. For additional requests, include your payment instructions. Keep in mind that there is a \$200 minimum charge. Shipping is additional.

**2** Be sure to indicate any special requests.

**3** Decide how to customize your list. Check the selections you want on the attached form.

**4** Fax or mail your completed order form to AAPA. Include:

- Order Form
- Complete Sample Mailing Piece
- Signed List Usage Agreement
- Payment Instructions

**5** Your list will be shipped within seven working days of receipt of your order.

**6** Please remember that you can only use your AAPA list once. No phone calls or telemarketing permitted.

## American Academy of Physician Assistants

# Constituent Organization Mailing List Order Form & List Usage Agreement

The American Academy of Physician Assistants is the sole owner of the most comprehensive mailing list of physician assistants in the United States.

### Invoice To

Constituent Org. \_\_\_\_\_  
 Attn. \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_

### Ship To

Constituent Org. \_\_\_\_\_  
 Attn. \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_

### Shipping Choice

- No charge for first 3 orders. Order will automatically be shipped UPS 2nd Day Air.
- Regular UPS delivery, \$15
- UPS second day air, \$20
- UPS next day air, \$25

### Board Officer's Signature

\_\_\_\_\_ Must be signed by current board officer for order to be processed.

### INSTRUCTIONS

- Fill out order form. Make sure to check mailing list preferences and indicate any special requests.
- Include your payment instructions. Keep in mind that after the first 3 orders, there is a \$50 minimum charge plus shipping.
- Fax or mail your completed order form to AAPA. **Include: Order Form, complete sample mailing piece (may be in draft form), and signed list usage agreement (lower right hand corner).** Fax to Sue Curtis at 703/684-1924 or mail to AAPA, Attn: Sue Curtis, 950 North Washington Street, Alexandria, VA 22314-1552.

**Check All Appropriate Boxes Below**

### List Usage

- Membership
- CME
- Other \_\_\_\_\_

### Category

- Graduate PAs (includes certified PAs) – Call first for approximate amount
- Students – Call first for approximate amount

*(First 3 orders free for recognized constituent organizations.)*

### Format

- Cheshire labels (uncut, on computer paper) \$75 per 1,000 names
- Pressure sensitive labels (peel and stick) \$80 per 1,000 names
- Report/Roster (computer printout) \$75 per 1,000 names
- Computer diskette (ASCII, comma delimited) \$75 per 1,000 names
- E-mail(ASCII, comma delimited) E-mail address \_\_\_\_\_

### Selection

#### States

- All
- Only these states \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### Specialties

- All
- Only these specialties \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Special Request (e.g., graduation date, ethnicity, etc.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Sort By (please check one)

- Zip Code    State    Name    Specialty    Work Setting

**No order will be filled without a sample mailing piece and a list usage agreement.**

### Payment Instructions

- No payment required for first three orders.
- Bill me. Purchase Order # (optional)

Shipping is charged after first three orders.  
 Minimum order of \$50 after first three orders.  
 All sales final.

### List Usage Agreement

Accepted: \_\_\_\_\_

Dated: \_\_\_\_\_

The abovesigned agrees to adhere to the following provisions concerning the use of names and addresses furnished on labels or diskette, which the undersigned has ordered and may hereafter order:

- That the names provided are confidential and proprietary information of AAPA and may not be disclosed to a third party without express written permission of AAPA;
- That names provided will be used for a one-time MAILING USE only;
- That names will be used only for the specific mailing for which they were ordered and for no other purpose, unless specifically authorized in writing;
- That names will not be copied for use as a mailing list or otherwise;
- That names will be used within a reasonable time after receipt in order to retain the advantages of list accuracy;
- That AAPA is not required to provide forwarding addresses for undeliverable mail;
- That use of the list for telemarketing purposes is STRICTLY PROHIBITED;
- That the customer agrees to furnish AAPA with a copy or sample of printed material, literature, and advertising material prior to fulfillment of order made in accordance with this agreement;
- That AAPA retains the right to decline to rent its list to any organization at its discretion.

This agreement shall be binding upon the abovesigned, its principals and its agencies, agents, servants, licensees, subcontractors, affiliates, associates, and assignees.

The AAPA mailing list database is updated on a daily basis to maintain the accuracy of the information. We receive a minimum of **800 address changes** monthly. Please place your order as close as possible to the date of your mailing to minimize the number of incorrect addresses you receive.