



2010 NAPR CANDIDATE SOURCING PROGRAM SCHEDULE (Bundled Program)

E-MAIL BROADCAST SERVICE PROGRAMS			
2011 RESIDENTS/FELLOWS	SPECIALTIES	Number of pieces	Cost \$3,000
Email Broadcast Dates February to November Monthly broadcast to ALL 2011 R/F	ALL 2011 residents/fellows (to be reached 3 times for the year)	1 email broadcast of 5,000 addresses each month for 10 months	Paid at the rate of \$300 per month for 10 months
STAR EMAIL	SPECIALTIES	# of E-mail addresses	Cost \$3,300
January	CD	6,000	Paid monthly at the rate of \$275 per month for 12 months
February	FP	6,000	
March	GS	6,000	
April	IM	6,000	
May	OB/GYN	6,000	
June	PED	6,000	
July	N	6,000	
August	ORS	6,000	
September	PSY	6,000	
October	PCC	6,000	
November	GI	6,000	
December	HEMO	6,000	
STAR/BUNDLED PROGRAM - combine ALL programs above and buy all for only \$400 per month for 12 months and SAVE \$1,500			
Bonus	SPECIALTIES	approx.# of mailing piece	Cost FREE
Mailing to Program Directors	14 Primary Care Specialties	6,000	Included in the STAR program

Note: Additional email blast programs for certain hot specialties to practicing doctors will be done. Please see SIZZLER SPECIALTIES EMAIL BLAST PROGRAM SCHEDULE