



# Developing Data



## DATA SHEET

# VETS AT HOME

**FILE SIZE:**  
**9,000 RECORDS**

### LIST PROFILE:

This is a compiled database of named individuals at their preferred mailing address (either home or surgery). This database is selectable by age and has been updated within the last 6 months to make sure it is as accurate as possible. DPR No. PZ9844135.

#### SELECTIONS:

Age  
Gender  
Home or Surgery Address  
Telephone numbers

#### GEOGRAPHICAL SELECTIONS:

**Regional:**  
London  
South East  
(Within M25)  
Midlands  
Northern  
North West  
Scotland  
South West  
Wales  
Northern Ireland  
**Post Code**  
**Town**  
**County**

#### GONE-AWAY POLICY:

All our mailing lists carry a 97.5% delivery guarantee. We will 3 times pro-rata refund their list rental/data-licensing fee, to customers, who in the unlikely event receive 'gone-aways' that are Royal mail generated and provided back to DDL.

#### NET NAME POLICY:

We give an 85% net on 20,000 plus records. There are no run-on charges.

### FOR FURTHER INFORMATION PLEASE CONTACT:

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### DATA LICENSING – MULTIPLE USE

Licensing data enables unlimited use of the data for the period of the licence

**12 MONTHS USE..... £400**  
**6 MONTHS USE ..... £300**  
**3 MONTHS USE ..... £200**

#### LIST PURCHASE

Data Purchase for your own personal unlimited use.  
Purchase cost ..... **£2.00 per record**

#### AGENCY COMMISSION

List brokers **30%**  
Agents % **Negotiable**

### PRICE INFORMATION:

Prices shown per thousand records unless indicated

#### LIST RENTAL:

One off List Rental Only..... **£100**  
One off List & Telemarketing ..... **£160**  
2 x List Rental Only ..... **£150**  
2 x List Rental & Telemarketing..... **£240**

#### FORMAT & DELIVERY:

Format & Delivery via email UK..... **£25**  
Format & Delivery via email O/S ..... **£35**

**SELECTIONS.....£5**

**MINIMUM ORDER .....£300**

