

ONCOLOGY NURSING DATABASE

The Oncology Nursing Database is your source to more than 24,000 Oncology professionals. Directly connect with nurses or professionals that provide care and support in oncology, hospice, or palliative patient care facilities. Many of these oncology professionals have expertise in cancer diagnosis and treatments as well.

- ◆ Reach more than 24,000 oncology professionals with specialties in:
 - ◆ Oncology Nursing
 - ◆ Medical-Surgical Nursing
 - ◆ Pharmacology
 - ◆ Drug Therapy
- ◆ Use this highly specialized list to promote products and services such as:
 - ◆ Continuing education
 - ◆ Cancer treatment books and seminars
 - ◆ Technology and Internet services
 - ◆ Mobile devices and cell phones
 - ◆ Magazine subscriptions
 - ◆ Association memberships
 - ◆ Uniforms and other apparel

The Oncology Nursing Database is updated five times per year. Contact a DM2 Account Executive for up-to-the-minute counts.

Source: These professionals are direct response, paid subscribers of *Cancer Nursing: An International Journal for Cancer Caring* and other specialty nursing books or magazines.

Postal List Size: 24,259

Postal Price: \$115/M

SELECTIONS (ADDITIONAL COST / M)

Age	\$20/M
Company Name Match/Omit	\$50/M
Facility Type	\$20/M
Gender	\$15/M
Geographic Analysis	\$10/M
Job Function	\$20/M
Practice Specialty	\$30/M

SEE ALSO

DecisionMaker® Career Women Marketplace Database
 DecisionMaker® Medical Marketplace Database
 Nurse Respondent Database
 Nursing Book Buyers
 Nursing Management
 Nursing Videocassette Buyers
 Nursing2009

GEOGRAPHIC ANALYSIS

State	SCF	Individuals
ME	039-049	125
NH	030-038	150
VT	050-059	77
MA	010-027	792
RI	028-029	126
CT	060-069	389
New England	6.8%	1,659
NY	100-149	1,617
NJ	070-089	1,025
PA	150-196	1,657
Middle Atlantic	17.7%	4,299
OH	430-458	1,261
IN	460-479	475
IL	600-629	799
MI	480-499	1,145
WI	530-549	426
East North Central	16.9%	4,106
MN	550-567	397
IA	500-528	297
MO	630-658	371
ND	580-588	50
SD	570-577	72
NE	680-693	145
KS	660-679	220
West North Central	6.4%	1,552
DE	197-199	80
MD	206-219	622
DC	200-205	73
VA	220-246	696
WV	247-268	156
NC	270-289	631
SC	290-299	289
GA	300-319	615
FL	320-349	1,652
South Atlantic	19.8%	4,814
KY	400-427	397
TN	370-385	647
AL	350-369	261
MS	386-397	252
East South Central	6.4%	1,557
AR	716-729	166
LA	700-714	294
OK	730-749	373
TX	750-799	1,800
West South Central	10.9%	2,633
MT	590-599	67
ID	832-838	97
WY	820-831	32
CO	800-816	389
NM	870-884	118
AZ	850-865	275
UT	840-847	86
NV	889-898	95
Mountain	4.8%	1,159
AK	995-999	41
WA	980-994	414
OR	970-979	221
CA	900-961	1,741
HI	967-968	63
Pacific	10.2%	2,480
United States	100.0%	24,259
U.S. Territories	0.0%	0
Canada	0.0%	0
Mexico	0.0%	0
Total	100.0%	24,259

Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.

JOB FUNCTION

	Postal
LPN	2,099
Medical Administration	2,806
Nurse	24,240
RN	22,506
Staff Nurse	12,861

FACILITY TYPE

	Postal
Community Health	671
Extended Care	1,783
Home Health/Hospice/ Acute Care	2,379
Hospital	13,859
Nursing Home	1,165
Office	702

SPECIALTY

	Postal
Administration	1,796
Critical Care	2,200
Nursing Services	776
Oncology	12,959
Surgery	1,623

GENDER

	Postal
Female	21,087
Male	1,093

*Source: Publisher's own data
‡ Call a DM2 Account Executive
for the latest counts.*