



PRICING CATALOG

959 W Ralph Hall Pkwy Ste 101
Rockwall, TX 75032
(800) 723-5254
info@targetleads.com
www.targetleads.com

Direct Mail Program Pricing For United Senior Marketing

| Quantity: | Regular Price | Snap Outs Price | Bifolds Price | |
|---|---------------|-----------------|---------------|--|
| 1,000 to 2,999 | \$520 | \$435 | \$445 | Names mailed are protected regardless of mailer type for 90 days and will NOT be remailed. |
| 3,000 to 4,999 | \$505 | \$435 | \$445 | |
| 5,000 to 9,999 | \$485 | \$435 | \$445 | |
| 10,000+ | \$475 | \$435 | \$445 | |
| <p>(Rates above are per thousand and based on using our existing snap out form mailers) Prices above are for consumer mailings. Business mailings are \$100 per 1,000 higher. Turn-key pricing above includes selection by age, income and dwelling type. Add \$15 per 1,000 for T65 mailings</p> | | | | |

Turn time to print & mail:
3 to 5 business days (avg)

Two Lead Delivery Options to Choose From:

- 1) Scanned and Shipped - we scan your leads daily and upload to our website where you can access them with a user name and password. Then once a week we mail the hard copies.
- 2) TL LeadManager - we data enter the responses into our TL LeadManager contact management system along with the scanned images of the leads. We do not ship the hard copies with this method.

Consumer Duplicate List Pricing: (+ S&H)

| | |
|---|----------------|
| Sent Via Email | \$15 per 1,000 |
| Sent on CD | \$15 per 1,000 |
| On 8 1/2 X 11 Printed List | \$25 per 1,000 |
| On 3X5 Cards | \$45 per 1,000 |
| Includes names, addresses and phone #'s w/a | |

Additional Options:

| | |
|--------------------------------------|----------------|
| Print month/year of birth on list: | \$10 per 1,000 |
| Print phones reversed on mailing: | \$10 per 1,000 |
| Street sequencing on duplicate list: | \$3 per 1,000 |
| Select by gender: | \$3 per 1,000 |
| Select/exclude by ethnicity: | \$10 per 1,000 |
| Select homeowners only: | \$10 per 1,000 |
| Select by marital status: | \$8 per 1,000 |

Call (800)723-5254 or email info@targetleads.com for counts or to place your order. Or submit your counts/orders online at www.targetleads.com

Mailing cost is for a COMPLETE turn-key mailing. Pricing includes the list to mail to, cost of the forms, the cost of the printing, all mailshop work, outbound postage*, response postage and handling, and lead delivery.

Pricing includes current average outgoing postage estimated at \$270 per 1,000 for snap out forms and \$258 per 1,000 for bifold mailers. If postage runs over the average, client will be billed for the difference. Pricing Good As Of January 26, 2014

POSTCARD MAILINGS

Direct Mail is 66.3 times more likely to get a response than the next closest option for mass marketing.

There is a daily “Mail Moment” in virtually every household and business in the United States. A staggering 98% of people check mail daily and 77% at the first opportunity. No other marketing channel even comes close. The sorting process takes just a split second per piece and has 3 results; bills, read, and junk.

Postcards are inexpensive ways to deliver your message to qualified consumers and/or businesses in your target area!

- Build more traffic by finding new customers.
- Mail as few as 1000
- Target by age, income, dwelling type and more!
- Narrow geographic areas by zip, SCF or county.

TURN KEY PRICING



| Rates Below are Per 1,000 | | | | | | |
|---------------------------|-------|----------|-------|-----------|-------|--------|
| Qty | 4 x 6 | 4.25 x 6 | 5 x 7 | 5.5 x 8.5 | 6 x 9 | 6 x 11 |
| 1000 | 596 | 597 | 669 | 689 | 692 | 777 |
| 3000 | 528 | 529 | 568 | 583 | 586 | 645 |
| 5000 | 509 | 509 | 545 | 558 | 562 | 609 |
| 10000 | 493 | 494 | 522 | 533 | 537 | 578 |
| 15000 | 483 | 483 | 518 | 519 | 522 | 559 |

PRICING INCLUDES

- List to mail to with age and income selection
- Printing 4 color postcards on 14pt gloss stock
- Mailshop
- Outgoing postage

Pricing does not include postcard design. Artwork should be emailed in high resolution (minimum 300 dpi) preferably in PDF, InDesign or Illustrator format

1-800-723-5254

www.targetleads.com

Pricing as of January 26, 2014

Copyright (c) 2013 Senior Direct, Inc. All rights reserved

Consumer List Pricing

Output – Base Cost:

| | |
|----------------------|---|
| Manuscript: | \$30 per 1,000 |
| Peel & Stick Labels: | \$40 per 1,000 (3-up or 4-up) |
| 3 X 5 cards: | \$50 per 1,000 |
| Diskette: | \$40 per 1,000 |
| Compact Disc: | \$40 per 1,000 + \$5 flat CD fee |
| E-Mail: | \$40 per 1,000 + \$20 flat handling fee |

(Duplicate pricing below is per set)

| | |
|--------------------------|---|
| Duplicate Manuscript: | \$15 per 1,000 + select charges + print options |
| Duplicate PSL's: | \$25 per 1,000 + select charges + print options |
| Duplicate Disk/CD/Email: | \$15 per 1,000 + select charges + print options |
| Duplicate 3X5 cards: | \$35 per 1,000 + select charges + print options |

\$150 Minimum Order

Demographic Select Charges (add to base cost):

| | |
|--|----------------------|
| Exact age select: | No additional charge |
| Family Position Selection: | No additional charge |
| Income: | \$ 3 per 1,000 |
| Dual Income Indicator: | \$ 5 per 1,000 |
| Net Worth (NEW): | \$20 per 1,000 |
| Bankruptcy Suppression: | \$15 per 1,000 |
| Homeowner or renter: | \$10 per 1,000 |
| Gender: | \$ 3 per 1,000 |
| Marital Status: | \$ 8 per 1,000 |
| Presence of children: | \$ 8 per 1,000 |
| Children by Age/Gender | \$ 8 per 1,000 |
| Number of Children in Household | \$ 8 per 1,000 |
| Length of residence: | \$ 8 per 1,000 |
| Ethnicity/Race: | \$10 per 1,000 |
| Religion selection: | \$10 per 1,000 |
| Mail Order Buyers: | \$ 5 per 1,000 |
| Height/Weight: | \$20 per 1,000 |
| Resequencing: | \$ 3 per 1,000 |
| Street Sequencing: | \$ 3 per 1,000 |
| Occupation: | \$15 per 1,000 |
| Lifestyle Interests: (i.e. Tennis, etc...) | \$50 per 1,000 |
| Insurance Responder: | \$35 per 1,000 |
| Voter Registration: (by party) | \$40 per 1,000 |
| Driving Restrictions: | \$20 per 1,000 |
| Prizm Codes: | \$15 per 1,000 |
| Has Email Access: | \$10 per 1,000 |

Print Options (add to base cost):

| | |
|----------------------------------|----------------|
| Phones printed: | \$10 per 1,000 |
| Month and Year of birth printed: | \$10 per 1,000 |
| Year of birth or age printed: | \$ 5 per 1,000 |
| Special keycoding: | \$ 3 per 1,000 |
| Income range keycoded: | \$ 3 per 1,000 |
| Carrier-route presort: | \$ 5 per 1,000 |
| Bar-coding: | \$ 5 per 1,000 |
| Page breaks: | \$ 2 per 1,000 |
| Double-spacing (on manuscripts): | \$ 2 per 1,000 |

Quantity Discounts Available

*

Call for Broker or Ad Agency Discounts

*

Lists Delivered in

3-5 Business Days

(Email orders usually emailed
within 24-48 hours)

*

Orders received by 10:00 am CST will begin processing the same business day. Orders received after 10:00 am CST will begin processing on the following business day.

All orders are considered final when placed. Any cancellations will incur a cancellation charge.

For pricing on additional selects or custom processing, please call your account representative.

Above costs do not include shipping and handling or applicable sales tax. Rush orders available for an additional fee.

Minimum order is based on a maximum of two sets except 3X5 card orders purchased with any 2nd set will have a \$200 minimum.

3 or more sets have a \$200 minimum (or \$250 minimum if one set is 3X5 cards).

Business List Pricing

Base Cost: \$60 per 1,000 (one time usage)
\$120 per 1,000 (unlimited use for 1 year)

Minimum order: \$150.00

Output Charges (add to the base cost):

Cheshire Labels: No additional charge
Manuscript: \$5 per 1,000
Peel & Stick Labels: \$10 per 1,000 (4-up)
3 X 5 cards: \$20 per 1,000
Diskette: \$5 flat
Compact Disc: \$5 flat
E-Mail: \$20 flat
Custom Layout: \$150 flat

Demographic Select Charges (add to base cost):

Headquarters/Branches \$10 per 1,000
Estimated Sales Volume \$20 per 1,000
Exact Sales Volume \$30 per 1,000
Employee Size \$20 per 1,000
8 digit SIC \$10 per 1,000
Franchises \$20 per 1,000
Import/Export \$10 per 1,000
Women Owned \$10 per 1,000
Minority Owned \$10 per 1,000

Print Options (add to base cost):

Business Phone Number \$30 per 1,000
Print Employee Size: \$10 per 1,000
Key Contact Name \$30 per 1,000
Fax number (where available) \$85 per 1,000

Quantity Discounts Available

*
Call for Broker or
Ad Agency Discounts

*
Lists Delivered in
3-5 Business Days
(Email orders usually emailed
within 24-72 hours)

*
Orders received by 10:00 am CST
will begin processing the same
business day. Orders received after
10:00 am CST will begin processing
on the following business day.

*Basic Record output includes: Business name and address

Above costs do not include shipping and handling or applicable sales tax.
Rush orders available for an additional fee. Cancellation charge is 50% of total invoice amount.
For pricing on additional selects or custom processing, please call your account representative.

Licensed Agent Lists

If you are looking to recruit insurance agents for your agency, brokerage, or home office, we can help! We have the lists of licensed agents that you are looking for! Contact a sales rep today for more information at (800)723-5254.

Finding and retaining qualified agents and advisors is often the #1 challenge that insurance carriers, wholesalers and marketers face. We

provide our clients with the tools needed to quickly and easily locate insurance agents and advisors that meet their exact needs.

We have access to information on over 1 million licensed agents and advisors across every line of insurance including Life, Health, P&C, Annuity Producers, and Life Settlements

Available Selections:

- Geography (states, counties, zip codes, zip radius)
- License types (life, health, P&C, annuity, securities)
- Experience (years in business)
- Company appointment (select agents by companies currently appointed with)
- Captive or Independent
- Multi-state licensed
- Ethnicity
- Business or residential address
- Phones and much more

\$200 per 1,000 (+ \$20 flat email fee) includes emailing the list in Excel format with agent names, address, and phone number.

Email addresses NOT included.

OR

\$450 per 1,000 (+ \$20 flat email fee) includes same as above PLUS email addresses

(minimum purchase of 15,000 records required)

\$450 Minimum Order

Lists Usually Emailed Within
48-72 hours

*

Orders received by 10:00 am CST will begin processing the same business day. Orders received after 10:00 am CST will begin processing on the following business day.

All orders are considered final when placed. Any cancellations will incur a cancellation charge.

** Rush orders available for an additional fee.

*Email blast service available
Minimum 150,000 blast required
Call for details*

Homeowners Database

Owning a home is the American dream. For most families, once the dream comes true, they have to manage ongoing upkeep and improvements to their home. Our Homeowners list is perfect for reaching over 65 million homeowners in need of products and services for their home. They respond to a variety of offers

including lawn and garden, pool equipment and chemicals, home furnishings, insurance, electronic equipment, and more. Select by numerous selections such as: home value; mortgage amount; sale date; sale price; home year built; square footage; roof type and more.

\$250 Minimum Order

Output – Base Cost:

| | |
|--------------------------------------|---|
| Manuscript: | \$55 per 1,000 |
| Peel & Stick Labels: | \$65 per 1,000 (3-up or 4-up) |
| 3 X 5 cards: | \$75 per 1,000 |
| Diskette: | \$70 per 1,000 (1X Use) or \$105 per 1,000 (unlimited use) |
| Compact Disc: | \$70 per 1,000 (1X Use) or \$105 per 1,000 (unlimited use) + \$5 flat CD fee |
| E-Mail: | \$70 per 1,000 (1X Use) or \$105 per 1,000 (unlimited use) + \$20 flat handling fee |
| (Duplicate pricing below is per set) | |
| Duplicate Manuscript: | \$15 per 1,000 + select charges + print options |
| Duplicate PSL's: | \$25 per 1,000 + select charges + print options |
| Duplicate Disk/CD/Email: | \$15 per 1,000 + select charges + print options |
| Duplicate 3X5 cards: | \$35 per 1,000 + select charges + print options |

Demographic Select Charges (add to base cost):

| | |
|--------------------|----------------|
| Home value | \$25 per 1,000 |
| Mortgage Amount | \$25 per 1,000 |
| Mortgage loan type | \$25 per 1,000 |
| Mortgage term | \$25 per 1,000 |
| Sale date | \$25 per 1,000 |
| Sale price | \$25 per 1,000 |
| Year built | \$15 per 1,000 |
| Square footage | \$15 per 1,000 |
| Presence of Pool | \$15 per 1,000 |
| Roof type | \$15 per 1,000 |

| | |
|----------------------------|----------------------|
| Exact age select: | No additional charge |
| Family Position Selection: | No additional charge |
| Income: | \$ 3 per 1,000 |
| Dual Income Indicator: | \$ 5 per 1,000 |
| Net Worth: | \$20 per 1,000 |
| Gender: | \$ 3 per 1,000 |
| Marital Status: | \$ 8 per 1,000 |
| Ethnicity/Race: | \$10 per 1,000 |
| Mail Order Buyers: | \$ 5 per 1,000 |
| Resequencing: | \$ 3 per 1,000 |
| Occupation: | \$15 per 1,000 |

Print Options (add to base cost):

| | |
|----------------------------------|----------------|
| Phones printed: | \$10 per 1,000 |
| Month and Year of birth printed: | \$20 per 1,000 |
| Year of birth or age printed: | \$10 per 1,000 |
| Special keycoding: | \$ 3 per 1,000 |
| Income range keycoded: | \$ 3 per 1,000 |
| Carrier-route presort: | \$ 5 per 1,000 |
| Bar-coding: | \$ 5 per 1,000 |
| Page breaks: | \$ 2 per 1,000 |
| Double-spacing (on manuscripts): | \$ 2 per 1,000 |

**Lists Delivered in
3-5 Business Days
(Email orders usually emailed
within 24-48 hours)**

*

Orders received by 10:00 am CST will begin processing the same business day. Orders received after 10:00 am CST will begin processing on the following business day.

All orders are considered final when placed. Any cancellations will incur a cancellation charge.

For pricing on additional selects or custom processing, please call your account representative.

Above costs do not include shipping and handling or applicable sales tax. Rush orders available for an additional fee.

Minimum order is based on a maximum of two sets except 3X5 card orders purchased with any 2nd set will have a \$200 minimum.

3 or more sets have a \$200 minimum (or \$250 minimum if one set is 3X5 cards).

Ailment List Pricing

Output – Base Cost:

| | |
|--------------------------|--|
| Manuscript: | \$205 per 1,000 |
| Peel & Stick Labels: | \$210 per 1,000 (3-up or 4-up) |
| 3 X 5 cards: | \$220 per 1,000 |
| Compact Disc: | \$200 per 1,000 + \$5 flat CD fee |
| E-Mail: | \$200 per 1,000 + \$20 flat handling fee (Duplicate pricing below is per set) |
| Duplicate Manuscript: | \$15 per 1,000 + select charges + print options |
| Duplicate PSL's: | \$25 per 1,000 + select charges + print options |
| Duplicate Disk/CD/Email: | \$15 per 1,000 + select charges + print options |
| Duplicate 3X5 cards: | \$35 per 1,000 + select charges + print options |

| |
|----------------------------|
| \$200 Minimum Order |
|----------------------------|

Demographic Select Charges (add to base cost):

| | |
|--------------------------------|----------------|
| Exact age select: | \$15 per 1,000 |
| Estimated household Income: | \$10 per 1,000 |
| Dwelling Type: | \$ 5 per 1,000 |
| Geography: | \$ 5 per 1,000 |
| Homeowner or renter: | \$15 per 1,000 |
| Gender: | \$ 5 per 1,000 |
| Marital Status: | \$ 8 per 1,000 |
| Length of residence: | \$ 8 per 1,000 |
| Ethnicity/Race: | \$15 per 1,000 |
| Height and/or Weight: | \$15 per 1,000 |
| Mail Order Buyer: | \$20 per 1,000 |
| Net Worth: | \$30 per 1,000 |
| Resequencing: | \$ 3 per 1,000 |
| Street Sequencing: | \$ 3 per 1,000 |
| Occupation: | \$15 per 1,000 |
| Bankruptcy Suppression: | \$15 per 1,000 |
| Census Data: | \$ 5 per 1,000 |
| Presence of Children - by age: | \$20 per 1,000 |
| Number of Children: | \$15 per 1,000 |
| Corrective Lens Wearers: | \$15 per 1,000 |
| Family Position Code: | \$ 5 per 1,000 |

Print Options (add to base cost):

| | |
|----------------------------------|----------------|
| Phones printed: | \$15 per 1,000 |
| Month and Year of birth printed: | \$20 per 1,000 |
| Year of birth or age printed: | \$10 per 1,000 |
| Special keycoding: | \$ 3 per 1,000 |
| Carrier-route presort: | \$ 5 per 1,000 |
| Bar-coding: | \$ 5 per 1,000 |
| Page breaks: | \$ 2 per 1,000 |
| Double-spacing (on manuscripts): | \$ 2 per 1,000 |

Available Ailments

| | | |
|-----------------------------|---------------------------|----------------------|
| Acid Indigestion | Eczema or Psoriasis | Mobility Assistance |
| Acne | Emphysema | Multiple Sclerosis |
| ADHD/ADD | Erectile Dysfunction | |
| Allergies | | Nail Fungus |
| Alzheimer's | Food Allergies | Nasal Allergies |
| Antidepressant | Foot Ailments | Nasal congestion |
| Anxiety | Foot Corns | Nosebleeds |
| Arteriosclerosis | | |
| Arthritis | Gas or Bloating | Obesity |
| Asthma | Gastro Esophageal | Osteo Arthritis |
| Astigmatism | Reflux Disease | Osteoporosis |
| Athlete's Foot | GERD/Acid Reflux | Osterarthritis |
| | Gingivitis | |
| Back Pain | | Pain |
| Bed Bathing Assist- ance | Hair Loss | Parkinson's Disease |
| Bedwetting | Headaches | Pressure |
| Birth Control | Hearing Loss | Prostate cancer |
| Bladder Control | Heart Disease/Attack | Prostate Disorders |
| Bladder Leakage | Heartburn Meds | Psoriasis |
| Bladder/Bowel | Heartburn/Acid | Psoriatic Arthritis |
| Breast cancer | Reflux | |
| Bronchitis | Hemorrhoids | Respiratory Ailments |
| | High Blood Pressure | Rheumatism |
| | High cholesterol | Rheumatoid Arthritis |
| Cancer | | |
| Canker Sores | IBS | Sensitive Teeth |
| Carpal Tunnel | Impotence | Sinus/Nasal |
| Chronic Fatigue | Insomnia | Sinusitis |
| Chronic Pain | Irregularity | Skin Ailments |
| Cold Sores | Irritable Bowel | Skin Rashes |
| Colon cancer | | Snoring |
| COPD | Kidney Problems | Spinal Injury |
| Cough and cold | | |
| Crohn's Disease | Lactose Intolerance | Toenail Fungus |
| | Lung Disease | |
| Dandruff | | Ulcerative Colitis |
| Dental | Macular Degenera- tion | Vision Condition |
| Dentures | Menopause | |
| Depression | Menstrual Problems | Weight Loss |
| Diabetes | Migraines | Weight Problems |
| Dry Eyes | Migraines/Heahaches | Wheelchair |

Quantity Discounts Available * Call for Broker or Ad Agency Discounts * Lists Delivered in 3-5 Business Days * (Email orders usually emailed within 24-48 hours)* Orders received by 10:00 am CST will begin processing the same business day. Orders received after 10:00 am CST will begin processing on the following business day. * All orders are considered final when placed. Any cancellations will incur a cancellation charge. For pricing on additional selects or custom processing, please call your account representative.

Above costs do not include shipping and handling or applicable sales tax. Rush orders available for an additional fee.

Minimum order is based on a maximum of two sets except 3X5 card orders purchased with any 2nd set will have a \$200 minimum. 3 or more sets have a \$200 minimum (or \$250 minimum if one set is 3X5 cards).