



# PRICING CATALOG

959 W Ralph Hall Pkwy Ste 101  
Rockwall, TX 75032  
(800) 723-5254  
[info@targetleads.com](mailto:info@targetleads.com)  
[www.targetleads.com](http://www.targetleads.com)

# Direct Mail Program Pricing For Chapman Insurance 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	

(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

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

<b>\$200 Minimum Order</b>
----------------------------

## 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).