



---

## *Pricing and Services Guidelines* **LIFE/ACCIDENT & HEALTH INSURANCE AGENTS**

Special pricing is available exclusively for Target Markets members. Access their web-site at: [www.targetmkt.com](http://www.targetmkt.com) for more information regarding all the benefits of joining the association.

---

### *I. Life & Health PLATINUM PLUS Package—\$7,950*

- Six separate broadcast e-mails, each targeting 60,000 unique agents (no duplicates).
- Ad creation and design.
- Marketing consultation and assistance.
- Twelve “IQ Index” links to your company’s web-site.

### *II. Life & Health QUARTERLY Package—\$11,900*

- Nine separate broadcast e-mails, each targeting 60,000 unique agents (no duplicates).
- Ad creation and design (up to three unique treatments).
- Marketing consultation and assistance.
- Twelve “IQ Index” links to your company’s web-site.

### *III. Life & Health DUAL METHODOLOGY Package—\$12,900*

- Combines broadcast communications with traditional direct mail marketing
- Six separate broadcast e-mails, each targeting 60,000 unique agents (no duplicates).
- 10,000 customized 6x9 postcards, all targeting agents fitting into the demographic profile you specify\*.
- Ad creation and design (up to three unique treatments).
- Marketing consultation and assistance.
- Twelve “IQ Index” links to your company’s web-site.

*\*Includes printing and postage. If you wish to send more than 10,000 items, the incremental cost is \$675 per 1,000.*

### *IV. Life & Health SEMI-ANNUAL Package—\$23,250*

- Eighteen separate broadcast e-mails, each targeting 60,000 unique agents (no duplicates).
- Ad creation and design (up to six unique treatments).
- Marketing consultation and assistance.
- Twelve “IQ Index” links to your company’s web-site.

### *V. Life & Health ANNUAL Package—\$44,750*

- Thirty-six separate broadcast e-mails, each targeting 60,000 unique agents (no duplicates).
- Ad creation and design (up to 12 unique treatments).
- Marketing consultation and assistance.
- Twelve “IQ Index” links to your company’s web-site.