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## *Pricing and Services Guidelines* **PROPERTY & CASUALTY 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.

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### *I. Property & Casualty PLATINUM PLUS Package—\$4,950*

- Two separate broadcast e-mails, each targeting 20,000 unique agents (no duplicates).
- Ad creation and design.
- Marketing consultation and assistance.
- Four “IQ Index” links to your company’s web-site.

### *II. Property & Casualty QUARTERLY Package—\$9,900*

- Six separate broadcast e-mails, each targeting 20,000 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. Property & Casualty DUAL METHODOLOGY Package—\$12,900*

- Combines broadcast communications with traditional direct mail marketing
- Six separate broadcast e-mails, each targeting 20,000 unique agents (no duplicates).
- 10,000 customized 6x9 postcards, all targeting agents fitting into the demographic profile you specify\*.
- Ad creation and design.
- 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. Property & Casualty SEMI-ANNUAL Package—\$23,250*

- Twelve separate broadcast e-mails, each targeting 20,000 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. Property & Casualty ANNUAL Package—\$44,750*

- Twenty-four separate broadcast e-mails, each targeting 20,000 unique agents (no duplicates).
- Ad creation and design (up to twelve unique treatments).
- Marketing consultation and assistance.
- Twelve “IQ Index” links to your company’s web-site.