



INSURANCE SOLUTIONS: Healthcare Buyers

May 2010

SEGMENTS

3,715,067 Individual/Family Healthcare Buyers Base Rate: \$90/M

DESCRIPTION

The Insurance Solutions Healthcare Buyers file offers insurance mailers a *cost effective* way to deliver targeted offers to individuals & families with a strong propensity to purchase individual or group Healthcare policies.

Today's ever changing economic and employment landscapes are putting more demands on consumers to assume financial responsibility for their insurance needs. Financially savvy, educated boomers know the importance of comprehensive coverage; while the underemployed seek economical plans to meet their minimum coverage needs. Healthcare marketers are equally challenged to find ways to deliver targeted offers to these prospects in a timely, cost efficient manner.

Incorporating demographic, geographic and lifestyle data, Insurance Solutions analyzes consumers' insurance buying patterns to produce a unique predictive model. The model is updated and verified monthly using transactional data from multiple sources, including credit, new mover, mail order activity and survey data. Only records with 2 or more 'hits' are retained to insure accuracy and deliverability.

Here's how it works:

Mailers pre-select up to three data elements (eg: age, income, geo) at a select cap fee of \$12/M. These selects are then applied to Insurance Solution's pre-existing HEALTHCARE model. The end result is a customized universe of highly responsive prospects, without the time or expense of using standard modeling tools.

Telephone Numbers and email addresses are available to qualified mailers at an additional fee. Please inquire.

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We believe information provided herewith to be correct but we cannot guarantee the accuracy or results of the marketing campaign.

SELECTS

Geo select	\$7.50/M
Credit Card Holders	\$10.00 /M
Demographic Select	\$10.00 /M
Gender/Sex	\$7.50/M
Homeowners	\$10.00 /M
Presence of children (by age)	\$10.00/M

GENDER PROFILE

Male:	50%
Female:	50%

MINIMUM ORDER

Quantity:	10,000
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MINIMUM ORDER

Quantity:	10,000
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REUSE

Please inquire

TELEMARKETING

Telemarketing is allowed – Please Inquire

KEY CODING

Please inquire

ADDRESSING

CARTRIDGE	\$30.00 /F
DISKETTE	\$30.00 /F
EMAIL/FTP	\$50.00 /F
MAG TAPE	\$30.00 /F
RUN CHARGE	\$7.50 /M
ZIP TAPE	\$35.00 /F



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