



INSURANCE SOLUTIONS: Senior Supplemental Insurance Buyers
January 2012

SEGMENTS

3,787,231 Senior Supplemental Insurance Buyers
 Base Rate: \$90/M

DESCRIPTION

Once earmarked for the frail and elderly, Senior Supplemental Insurance has a new audience. Aging boomers, suddenly faced with health concerns and the realities of rising healthcare costs, seek cost effective ways to supplement Social Security benefits. These seniors are active and informed, and possess the financial means secure additional insurance coverage.

Insurance Solutions offers marketers a cost efficient way to reach this dynamic audience of SSI prospects.

Incorporating demographic, geographic and self reported 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. 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 SSI model. The end result is a customized universe of highly responsive prospects, without the time or expense of 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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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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