



INSURANCE SOLUTIONS: Term Life Insurance Prospects

May 2010

SEGMENTS

3,617,858 Term Life Insurance Prospects Base Rate: \$90/M

DESCRIPTION

The Insurance Solutions Term Life Insurance file offers insurance mailers a *cost effective* way to deliver offers to individuals with a strong propensity to purchase Term Life insurance policies.

This file represents hard working Americans interested in providing the financial security that today's savings account balances cannot provide. The typical individual on this file is approaching middle age, with a household income on par with the national average. They are informed and value conscious, but not at the expense of their family's security.

Incorporating demographic, geographic and lifestyle data, Insurance Solutions analyzes consumers' insurance buying patterns to produce a unique predictive model to help marketers reach the most responsive audience for Term Life coverage. 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 TERM LIFE INSURANCE 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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