



TARGETLEADS

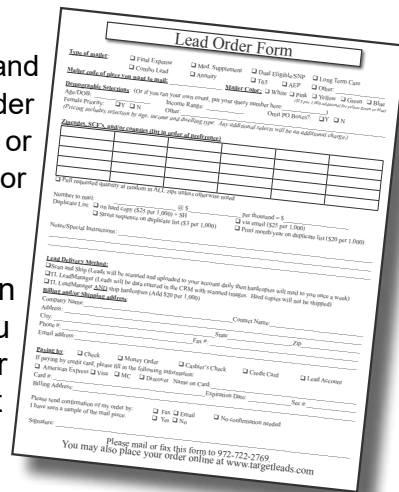
*LEAD SAMPLE
CATALOG*

959 W Ralph Hall Pkwy Ste 101
Rockwall, TX 75032
(800) 723-5254
info@targetleads.com
www.targetleads.com

TARGETLEADS

HOW TO PLACE A LEAD ORDER

- PICK YOUR MAILER** - we have a number of predesigned samples for senior insurance mailers that you can choose from. Samples are included in our lead sample catalog. If you don't see what you are looking for, let us know. We have numerous options!
- GET A COUNT** - you can run your own count by visiting our website at www.targetleads.com and clicking "Tools" then click "Run Counts". Or you can call/email us and we would be happy to run the count for you. Please let us know the age, income and any other criteria you want to target as well as the zips/counties you want to select. We will run the counts and email you the totals usually within 1-2 hours at the most.
- PLACE YOUR ORDER** - Once you have selected the mailer you want to use and have finalized your count, you can place your order. You can use one of our online order forms at www.targetleads.com under the "Tools" tab. Or you can call us, email us or fax us with your order. A PDF of our lead order form is in our Lead Samples catalog or available by PDF on request. Whatever is most convenient for you!
- CONFIRM YOUR ORDER** - After we receive your order, we ALWAYS send an order confirmation. Please note... your order will NOT start processing until you have approved the order confirmation and we have received payment for your order. Once we have received your approval and your payment information, it will take appx 3-5 business days to print and mail your order. Once in the mail, we usually start seeing responses within 1-2 weeks from mail date.



The image shows a 'Lead Order Form' with various fields for customer information, mailing preferences, and payment details. It includes checkboxes for different mailer options and delivery methods.

LEAD DELIVERY METHOD - WHAT TO KNOW...

We offer two options for lead delivery

- Scan and Ship** - with this option, we scan the leads daily as they come in and upload them to an online portal. Our system sends an email to let you know you have new leads so you can log in and view them. Then, once a week, we mail the original response cards to you.
- TL LeadManager** - TL LeadManager (TLLM) is our proprietary contact management system. If you choose this option, we will data enter the responses into TLLM as they come in along with a scanned image of the lead. With this option, we do NOT mail the original response cards to you. TLLM is FREE to clients mailing regularly with us (mailing at least 1000 pieces a month). If you are not mailing regularly but still want TLLM, it is simply \$40 per month for each month you did not do a mailing with us. TLLM can be used with your existing client/prospect list and leads from other lead sources can be imported as well. For more information on TL LeadManager, email our TLLM support team at tllm@targetleads.com.



Prospecting Lists and Direct Mail Leads

PROSPECTING LISTS

TARGETLEADS has prospecting lists for all areas of your business. Target consumers by exact age (ages 18+), income, dwelling type, marital status, ethnicity, net worth, gender and more! Business lists can be segmented by SIC Code or yellow pages heading, by number of employees, sales volume, etc... Looking to recruit new agents for your sales force? Try one of our licensed agent lists for your next mailing or telemarketing campaign. We've also got numerous specialty lists including ailment lists and new homeowners lists. Give us a try!

- Consumer Lists
- Business Lists
- Ailment Lists
- New Homeowners Lists
- And more!

DIRECT MAIL LEADS

Senior Leads are our specialty. Medicare Supplement leads, Final Expense leads, Long-Term Care leads, Annuity leads, Living Trust leads, Combination leads... we've got them all!

Our sample leads are generic and are not preprinted so they can easily be customized to meet any compliance needs or personalized to include your agency name and phone number, for example.

Our proven bifold format mails **FIRST CLASS** and is available on white or pink stock! (Yellow, green and blue stock available for \$10 per 1,000 additional)

Pricing is for the full turn key program and includes the list to mail to with age and income selection, the forms, printing, mailshop, outbound and inbound postage and shipping the leads to you weekly. We also scan the leads and upload them to our website daily at no extra charge for you to pick up electronically. Or we can data them into our TL LeadManager software for you (see page 18).



1-800-723-5254

www.targetleads.com

TARGETLEADS DUAL SAMPLE B-MC11P

TARGETLEADS T65 SAMPLE B-OE1P

ROCKWALL TX 75087-9891
PO BOX 2528
SD REPLY CENTER

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 699 ROCKWALL TX

POSTAGE WILL BE PAID BY ADDRESSEE

MAILS 1ST CLASS

NEW PROGRAMS AVAILABLE FOR MEDICARE AND MEDICAID RECIPIENTS

New programs in place for this year can help you with not only MEDICAID BENEFITS but also on DENTAL and VISION.

If you are on Medicare and Medicaid, these programs are available at no charge to you and you can change at any time. This plan also covers free medical transportation to and from doctor and hospital visits.

You must detach and mail the attached postage-paid card to receive this vital information. This latest information is being held until you request it. Please verify that your address is correct on the attached card and please...

MAIL TODAY TO RECEIVE THIS VITAL INFORMATION...
REQUESTS WILL BE PROCESSED IN THE ORDER RECEIVED...
REQUESTS RETURNED MORE THAN 15 DAYS FROM RECEIPT OF THIS
NOTICE MAY NOT BE PROCESSED

B-MC11P

MEDICARE UPDATE

PRESORTED
First Class Mail
US POSTAGE
PAID
SDI

N-GOVERNMENTAL DOCUMENT ENCLOSED
PLEMENTAL INSURANCE BENEFITS
IMMEDIATELY -- DO NOT DELAY

ADDRESS BY MAILING POSTAGE-FREE CARD TODAY

Information on the latest Medicare Changes and the item

Age _____ Phone _____

Age _____

now available in my area

Medicare you might be eligible for a special needs card today to see if you qualify.

able information to Seniors on educational and insurance related matters. If time will be delivered by a representative. These representatives and/or any company they used by the US Government or any State agency.

B-MC11P

ROCKWALL TX 75087-9891
PO BOX 2528
SD REPLY CENTER

BUSINESS REPLY MAIL

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MAILS 1ST CLASS

MEDICARE OPEN ENROLLMENT INQUIRY CARD

When you turn age 65, you will be in your Medicare "open enrollment" period, which means you can choose any Medicare carrier without medical questions.

You only have ONE open enrollment period.

Make an informed choice during your open enrollment and possibly save hundreds of dollars each year! For more information on the choices and benefits available, return this postage paid inquiry card today!

B-OE1P

We provide reliable, appropriate and suitable information to Seniors on educational and insurance related matters. If time allows, the information you requested will be delivered by a representative. These representatives and/or any company they represent are not connected with or endorsed by the US Government or any State agency.

MEDICARE OPEN ENROLLMENT

PRESORTED
First Class Mail
US POSTAGE
PAID
SDI

IMMEDIATELY -- DO NOT DELAY
N-GOVERNMENTAL DOCUMENT ENCLOSED

Today!

Give FREE information, return this postage paid

Information on prescription discounts

Age _____ Phone _____

Age _____

FFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY.

fold and tape closed before mailing. Do not detach. B-OE1P

NOW AVAILABLE IN WHITE OR PINK STOCK

To get counts in your areas or to place an order, call TARGETLEADS at (800)723-5254 or email info@targetleads.com.

Nebraska, Texas, Utah, Washington, & Wisconsin require special disclaimers.

Suggested demographics: Ages 65-80/ Under \$20K estimated income

Please note: Response rates are only averages and cannot be guaranteed.

NOW AVAILABLE IN WHITE OR PINK STOCK

To get counts in your areas or to place an order, call TARGETLEADS at (800)723-5254 or email info@targetleads.com.

Nebraska, Texas, Utah, Washington, & Wisconsin require special disclaimers.

Suggested demographics: Turning 65 in 4 to 6 months

Please note: Response rates are only averages and cannot be guaranteed.



HEALTH PLAN UPDATE REQUESTED

PRESORTED First Class Mail US POSTAGE PAID SDI

ROCKWALL TX 75087-9891
PO BOX 2528
SD REPLY CENTER

POSTAGE WILL BE PAID BY ADDRESSEE

FIRST-CLASS MAIL PERMIT NO. 690 ROCKWALL TX

BUSINESS REPLY MAIL

Message: **2020 Medicare Health Plan Update**

You may not be getting all the Medicare benefits for which you are eligible. There are new plans that you should be aware of.

You may be missing out on what you are eligible to receive.

If you are covered by Medicare and Medicaid or have a chronic condition such as congestive heart failure, diabetes or others - you may be eligible to take advantage of a Medicare Special Needs Plan.

Complete and return the attached free card to find out if you currently receive all the benefits.

2020 Healthcare Plan Update

QUEST FOR INFORMATION

Get all the Medicare benefits for which I am eligible.

Age _____ Phone _____

Age _____

IFY ADDRESS. COMPLETE AND MAIL TODAY.

B-KK5P

No cost or obligation. Not affiliated with any government agency. A representative may call. This solicitation is insurance related.

MEDICARE UPDATE

PRESORTED First Class Mail US POSTAGE PAID SDI

ROCKWALL TX 75087-9891
PO BOX 2528
SD REPLY CENTER

POSTAGE WILL BE PAID BY ADDRESSEE

FIRST-CLASS MAIL PERMIT NO. 690 ROCKWALL TX

BUSINESS REPLY MAIL

★★★ Medicare Savings Program ★★★

Do you qualify to have your Medicare Part B premium paid for by the state? If you do qualify, you will receive your \$134.00* back into your Social Security check.

Do you qualify for the Extra Help Program with your prescription drugs from SS? Do you qualify for Medicaid or have you been receiving all the extra benefits?

Return this inquiry card today. There is no obligation and all the information is FREE, PLEASE READ.

* You may pay a different premium amount for your Part B.

B-E10P

Non-Governmental document enclosed. Supplemental insurance benefits immediately -- DO NOT DELAY

PLEASE DRESS BY MAILING POSTAGE-FREE CARD TODAY

Information on the latest Medicare Changes and the item

Age _____ Phone _____

Age _____

out if I qualify for any or all of the benefits listed.

able information to Seniors on educational and insurance related matters. If time will be delivered by a representative. These representatives and/or any company they are not affiliated with the US Government or any State agency.

B-E10P

NOW AVAILABLE IN WHITE OR PINK STOCK

NOW AVAILABLE IN WHITE OR PINK STOCK

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To get counts in your areas or to place an order, call TARGETLEADS at (800)723-5254 or email info@targetleads.com. Nebraska, Texas, Utah, Washington, & Wisconsin require special disclaimers.

Suggested demographics: Ages 65-80 and income under \$20K
Please note: Response rates are only averages and cannot be guaranteed.

Suggested demographics: Ages 65-80 and income Under \$15K
Please note: Response rates are only averages and cannot be guaranteed.



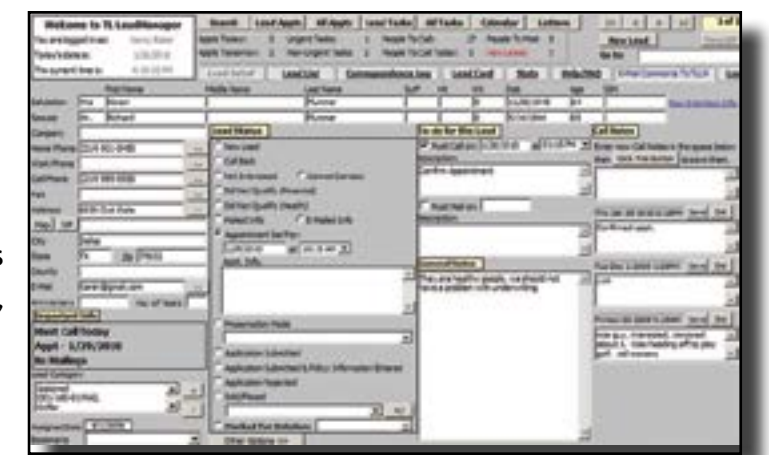
TL LeadManager was created to solve a serious problem for insurance agents, agencies and carriers. Anyone that purchases leads must be very, very organized. You must know which leads are generating the most bang for your buck. All of your prospects and your clients must be maximized. You cannot afford to allow little things to slip through the cracks any longer.

Our simple to use, web-based system is designed specifically and solely for the Life and Health insurance industry to maximize marketing dollars while minimizing time. **If you are purchasing leads on a regular basis, this system can be 100% FREE and your leads will be automatically entered into your database daily.**

We hope that you will take the opportunity to step into the 21st century. Move away from a paper system and discover what agents across the country already know, that TL LeadManager is the easiest to use and most comprehensive lead management system available today.

For the Agents in the field:

- Receive leads instantly
- No wasted time on "Sales Reports"
- Truly easy-to-use contact management software
- Built specifically for Life and Health Insurance Sales
- Calendar, Mail Merge, Email, Commission Tracking, Driving Directions, and more
- Agents will be paper-less in days
- Agents have never been this organized



For Insurance Agencies:

- Easily distribute leads to agents the same day they are received
- Easily track all marketing campaigns from one interface
- See the activity and productivity of each agent
- Compare agents, easily find strengths and weaknesses
- Compare lead sources, find the most productive leads quickly
- Track every leads' progress with just a few clicks
- Easily re-assign leads not properly worked to another agent, never lose a lead again
- No more excuses from your Agents. They are now 100% accountable.

Campaign	Search Cost	# of Leads	Date Added	# of Responses	Response Rate	Cost Per Lead	# of Follow Ups	\$ Total of Follow Ups
001-001-001	\$734.00	1,488	08/01/2009	10	0.67%	\$49.40	10	\$494.00
001-001-002	\$620.00	1,488	08/01/2009	10	0.67%	\$48.39	10	\$483.90
001-001-003	\$610.00	1,249	08/01/2009	10	0.79%	\$61.00	10	\$610.00
001-001-004	\$610.00	1,249	08/01/2009	10	0.79%	\$61.00	10	\$610.00
001-001-005	\$610.00	1,249	08/01/2009	10	0.79%	\$61.00	10	\$610.00
001-001-006	\$610.00	1,249	08/01/2009	10	0.79%	\$61.00	10	\$610.00
001-001-007	\$610.00	1,249	08/01/2009	10	0.79%	\$61.00	10	\$610.00
001-001-008	\$610.00	1,249	08/01/2009	10	0.79%	\$61.00	10	\$610.00
001-001-009	\$610.00	1,249	08/01/2009	10	0.79%	\$61.00	10	\$610.00
001-001-010	\$610.00	1,249	08/01/2009	10	0.79%	\$61.00	10	\$610.00
Totals	\$6,100.00	12,490		100	0.80%	\$61.00	100	\$6,100.00



HEALTH PLAN UPDATE REQUESTED

PRESORTED First Class Mail US POSTAGE PAID SDI

ROCKWALL TX 75087-9891
PO BOX 2528
SD REPLY CENTER

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 699 ROCKWALL TX

POSTAGE WILL BE PAID BY ADDRESSEE

QUEST FOR INFORMATION

Receive all the Medicare benefits for which I am eligible.

Age _____ Phone _____

Age _____

IFY ADDRESS. COMPLETE AND MAIL TODAY.

fold and tape closed before mailing. Do not detach.

Message: 2020 Medicare Health Plan Update

2020 Healthcare Plan Update

You may not be getting all the Medicare benefits for which you are eligible. There are new plans for 2020 that you should be aware of.

You may be missing out on what you are eligible to receive.

Complete and return the attached postage free card to find out if you currently receive all the benefits you are eligible for.

There is no obligation and all the information is FREE!

B-KK12P

No cost or obligation. Not affiliated with any government agency. A representative may call. This solicitation is insurance related.

NOW AVAILABLE IN WHITE OR PINK STOCK

To get counts in your areas or to place an order, call TARGETLEADS at (800)723-5254 or email info@targetleads.com.

Nebraska, Texas, Utah, Washington, & Wisconsin require special disclaimers.

Suggested demographics: Ages 65-80 and income Under \$100K

Please note: Response rates are only averages and cannot be guaranteed.

Lead Order Form

ABOUT US

Type of mailer: Final Expense Med. Supplement Dual Eligible/SNP Long Term Care
 Combo Lead Annuity T65 AEP Other: _____

Mailer code of piece you want to mail: _____ **Mailer Color:** White Pink Yellow Green Blue
(\$15 per 1,000 additional for yellow green or blue)

Demographic Selections: (Or if you ran your own count, put your query number here: _____)
 Age/DOB: _____ Income Range: _____ Omit PO Boxes?: Y N
 Female Priority: Y N Other: _____
(Pricing includes selection by age, income and dwelling type. Any additional selects will be an additional charge.)

Zipcodes, SCF's, and/or counties (list in order of preference)

Pull requested quantity at random in ALL zips unless otherwise noted

Number to mail: _____ @ \$ _____ per thousand = \$ _____
 Duplicate List: on hard copy (\$25 per 1,000) + SH via email (\$25 per 1,000)
 Street sequence on duplicate list (\$3 per 1,000) Print month/year on duplicate list (\$20 per 1,000)

Notes/Special Instructions: _____

Lead Delivery Method:

Scan and Ship (Leads will be scanned and uploaded to your account daily then hardcopies will mail to you once a week)
 TL LeadManager (Leads will be data entered in the CRM with scanned images. Hard copies will not be shipped)
 TL LeadManager AND ship hardcopies (Add \$20 per 1,000)

Billing and/or Shipping address:

Company Name: _____ Contact Name: _____
 Address: _____
 City: _____ State _____ Zip _____
 Phone #: _____ Fax #: _____
 Email address: _____

Paying by: Check Money Order Cashier's Check Credit Card Lead Account

If paying by credit card, please fill in the following information:
 American Express Visa MC Discover Name on Card: _____
 Card #: _____ Expiration Date: _____ Sec #: _____
 Billing Address: _____

Please send confirmation of my order by: Fax Email No confirmation needed
 I have seen a sample of the mail piece. Yes No

Signature: _____

Please mail or fax this form to 972-722-2769.
 You may also place your order online at www.targetleads.com

TARGETLEADS, a division of Senior Direct, Inc., opened its doors in April of 1985. In February of 1994, Senior Direct Inc was purchased by the Seitman family from Caretenders Inc. Current TARGETLEADS President, Richard Bufkin, has been leading the company in its success since 2005 and is responsible for the LTC Partnership contracts in CA and LA as well as the growth of the software division, TL LeadManager.

Addresses	Phone/General Email	Hours
Texas Office (Sales and Production)		
959 W Ralph Hall Pkwy Ste 101	(800) 723-5254 toll free	Monday - Friday
Rockwall, TX 75032	(972) 722-8356 local	8:30 am - 5:00 pm (central time)
info@targetleads.com	(972) 722-2769 fax	
California Office (Tech Support)		
2 Lower Ragsdale Dr Ste 180	(877) 624-9444 toll free	Monday - Friday
Monterey, CA 93940		8:30 am - 5:00 pm (pacific time)

Name	Title	Ext.	Email Address
Richard Bufkin	President	CA	richard@targetleads.com
Mandy Carswell	Director of Operations	CA	mandy@targetleads.com
Sales Team			
Michelle Bardin	Sales Manager	306	michelle@targetleads.com
Marva Shannon	Account/Sales Executive	314	marva@targetleads.com
Jessica Roberts	Account/Sales Executive	310	jessica@targetleads.com
Travis Buck	Account/Sales Executive	308	travis@targetleads.com
Production Team			
Veronica Acosta	Production Manager	304	veronica@targetleads.com
Erica Pena	Production Operator	302	erica@targetleads.com
Kim Crouch	Production Operator	303	kim@targetleads.com
Valerie Acosta	Production Operator	305	valerie@targetleads.com
Support Team			
Michel Garrison	Executive Assistant	309	mgarrison@targetleads.com
Emily Barron	Data Entry and Sales Support	301	emily@targetleads.com