



TARGET AGENT LISTS

Target Agent Lists is Agent Media's database of **1.8 million** agents and registered reps. It is known industry-wide as one of the most up-to-date and diverse databases available.

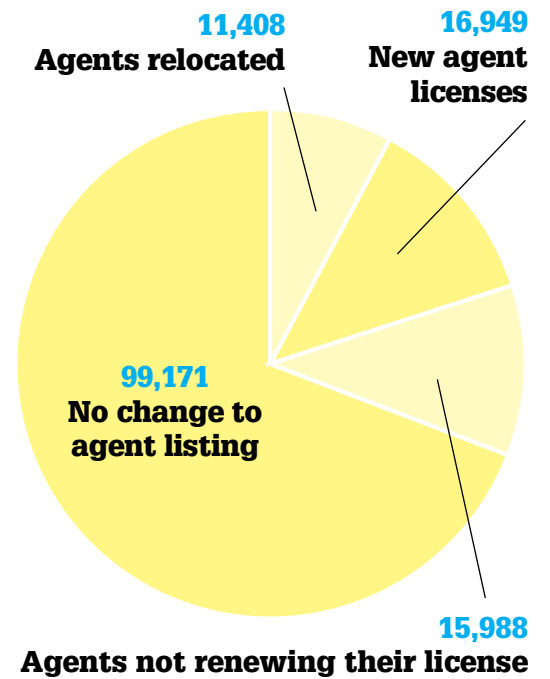
Advanced segmentation capabilities allow you to custom build your list by geographic region, product specialty, licenses held, company appointments, and more.

143,516	Total agents at beginning of year
11,408	Agents relocated
16,949	New agent licenses
15,988	Agents not renewing their license
= 31% LIST CHANGE!	

Overall list growth over one year = 1%

DATABASE MAINTENANCE A CASE STUDY:

State lists are constantly changing, and it's a full-time job to keep up with the changes. The following shows what can happen with one state list in a one-year period.



AGENT MEDIA'S 10-STEP DATABASE REFINEMENT PROCESS

Agent Media's database of 1.8 million producers has been meticulously maintained for over 20 years and is the most accurate and up-to-date in the industry.

Did you know...
 up to **30%**
 of state department of insurance lists are undeliverable?

- 1 Our database is processed to meet the most rigorous USPS standards; ensuring a highly accurate, very deliverable list for your campaign.
- 2 We delete any identified bad addresses.
- 3 We delete any name and address that does not have a 9-digit ZIP code affixed to it.
- 4 We remove duplicate entries.
- 5 We delete addresses from returns sent to us by clients using our lists, as well as addresses of agents who have notified us that they do not want to receive any mail.
- 6 We delete names from a 200,000-name national "Prior Bad Address" list that we've built in-house.
- 7 We delete the names of captive agencies, car dealerships, and banks.
- 8 All addresses are modified to conform to specific postal standards.
- 9 We ensure that every agent on the list carries the type of life and/or health license required to contract with a legal reserve life company.
- 10 We check the list for multiple names at one address.



TARGET AGENT LISTS

Target by Product

- Life Producers
- Health Producers
- Life & Health
- Variable Product Producers
- Property & Casualty Producers
- Series 6
- Series 65



Market Specialty Lists

- Senior
- Final Expense
- Years Licensed
- Ethnicity
- Gender
- Phone Lists



Premium Lists

- Age
- Number of Children
- Previous Responder
- Estimated Income
- Carrier Appointments
- B/D Affiliation
- Estimated Wealth

» CALL ONE OF OUR MARKETING CONSULTANTS TO FIND OUT HOW WE CAN BUILD A CUSTOMIZED LIST TO HELP YOU ACHIEVE YOUR MARKETING OBJECTIVES. NOT ALL LISTS AVAILABLE IN ALL STATES.

REGISTERED REPS LISTS

If you need securities or equities reps, call us for details on a list targeting them. We have almost 400,000 registered reps, with 160,000 also having insurance licenses. We have Series 6, 7, 24, 26, and others.

Our lists are sold by a variety of geographical selections — national, statewide, post office sectional center facility areas, and ZIP code. In most areas we can provide CRD#, B/D affiliation, and license type. We can provide your list to you in a digital format or on printed labels. Tell us what you need, and we will build a list just for you!

ENHANCED DATABASE SERVICE

Want to enhance your current database or build a new one from the ground up? We can partner with you to custom-build an exclusive prospect database designed specifically to help you achieve your distinct marketing objectives. As part of this unparalleled service, we check your database for accuracy and update it on a regular basis. Then, we'll help you reach your audience through a strategic combination of various results-oriented marketing channels. Call for a consultation with one of our marketing specialists, who can work with you to plan a program to help you achieve your business objectives.



NEW! AGENT MEDIA ONLINE QUERY SYSTEM

Access our industry leading database of 1.8 million records online to get the data you want, exactly when you need it.

Pay only for the records you download, no big up-front commitment or service fees!

Our easy to use system allows you to target your ideal prospect. Search by:

- » License Type
- » Ethnicity
- » Carrier Appointments
- » And many other market selects

Records are downloaded in text format, ready to be used in Excel and many other programs. No special software is necessary to use the downloaded data.

One of our knowledgeable marketing representatives will give you a tour of the system to have you up and running in no time.





PRODUCER DIRECT

ProducerDirect is a turnkey direct mail service that takes the hassle out of planning and executing a mail campaign. The team at Agent Media will build your customized prospect list, get competitive printing bids, develop the creative, and mail your promotion. For everything from seminar invitations to product promotions, ProducerDirect is the smart choice for direct mail advertising.

We offer a range of standard and custom pieces all to fit your marketing needs!



TARGET AGENT LISTS

Get the most current, refined, and enhanced agent lists available. Customize your list by geographic region, product specialty, or company appointment.



IN-HOUSE CREATIVE TEAM

Tell us what you want to promote, and our talented creative department will design an attractive, attention-getting piece that will get the response you're looking for.



PRINTING

We will get you the most competitive bids on your printing project and build it right into your cost, saving you the time and the hassle.



DELIVERY

Once your direct mail piece is printed, we'll make sure it is delivered in a timely manner to your customized list.

IDEAL FOR:

AGENT RECRUITING » NEW PRODUCT PROMOTIONS » SEMINAR ANNOUNCEMENTS

Call today for a **FREE** marketing consultation and price quote.

ePRODUCER CONNECT

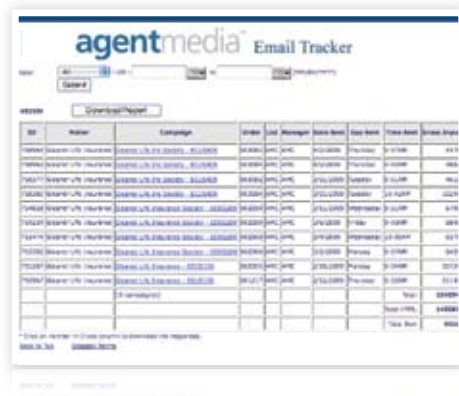
A marketing program isn't complete without electronic advertising components, especially since most of the agents you're looking to target are Internet- and email-savvy. What makes Agent Media's electronic media unique is that each product is designed to work in unison with your print and data advertising, increasing the effectiveness of your company's overall marketing efforts.

ASK YOUR MARKETING SPECIALIST ABOUT OUR COMPANY APPOINTMENT LIST.



EMAIL OPTIONS

CUSTOM: Blast up to 800,000* emails to your custom-built list, compiled using our exclusive proprietary database with advanced segmentation capabilities.



TRACKING

CUSTOM: Through Agent Media's exclusive instant data capture tool, which is linked to our proprietary database, you'll receive producers' full contact information when they click on the links in your email.



DOWNLOADABLE LEADS

CUSTOM: You can view and distribute your leads through an online content manager where your personal campaign-tracking gallery allows you to download leads as a spreadsheet into Excel, ACT, Goldmine, or any other CRM software you use to send follow-up emails.

*Database total fluctuates due to constant maintenance.





LIFE and HEALTH EMAIL QUANTITIES BY STATE

State	Qty
AK Alaska	318
AL Alabama	2,928
AR Arkansas	5,340
AZ Arizona	7,397
CA California	47,910
CO Colorado	5,525
CT Connecticut	7,938
DC District Of Columbia	84
DE Delaware	1,283
FL Florida	57,218
GA Georgia	8,153
HI Hawaii	159
IA Iowa	6,327
ID Idaho	2,345
IL Illinois	22,553
IN Indiana	11,338
KS Kansas	5,509
KY Kentucky	3,739
LA Louisiana	6,351
MA Massachusetts	7,671
MD Maryland	6,849
ME Maine	1,005
MI Michigan	10,512
MN Minnesota	8,614
MO Missouri	10,443
MS Mississippi	4,984
MT Montana	523

State	Qty
NC North Carolina	13,915
ND North Dakota	1,378
NE Nebraska	2,611
NH New Hampshire	1,348
NJ New Jersey	10,521
NM New Mexico	1,732
NV Nevada	1,831
NY New York	19,099
OH Ohio	19,173
OK Oklahoma	5,089
OR Oregon	2,691
PA Pennsylvania	19,782
PR Puerto Rico	59
RI Rhode Island	1,421
SC South Carolina	3,959
SD South Dakota	1,721
TN Tennessee	10,432
TX Texas	29,563
UT Utah	4,933
VA Virginia	6,110
VI Virgin Islands	7
VT Vermont	486
WA Washington	2,863
WI Wisconsin	10,216
WV West Virginia	2,166
WY Wyoming	596



REGISTERED REP EMAIL QUANTITIES BY STATE

State	Qty
AK Alaska	88
AL Alabama	939
AR Arkansas	373
AZ Arizona	1,948
CA California	8,944
CO Colorado	2,066
CT Connecticut	2,243
DC District Of Columbia	154
DE Delaware	252
FL Florida	12,904
GA Georgia	2,143
HI Hawaii	225
IA Iowa	614
ID Idaho	293
IL Illinois	5,398
IN Indiana	1,859
KS Kansas	725
KY Kentucky	652
LA Louisiana	1,090
MA Massachusetts	2,799
MD Maryland	1,979
ME Maine	436
MI Michigan	3,497
MN Minnesota	1,888
MO Missouri	1,727
MS Mississippi	336
MT Montana	204

State	Qty
NC North Carolina	2,759
ND North Dakota	157
NE Nebraska	555
NH New Hampshire	617
NJ New Jersey	5,389
NM New Mexico	232
NV Nevada	469
NY New York	9,618
OH Ohio	3,281
OK Oklahoma	417
OR Oregon	571
PA Pennsylvania	5,377
PR Puerto Rico	74
RI Rhode Island	511
SC South Carolina	886
SD South Dakota	238
TN Tennessee	1,466
TX Texas	5,326
UT Utah	1,024
VA Virginia	2,434
VI Virgin Islands	4
VT Vermont	169
WA Washington	1,241
WI Wisconsin	1,136
WV West Virginia	505
WY Wyoming	86



ADVERTISING GUIDELINES

CONTRACT YEAR

Advertising must be inserted within one year of first insertion to earn frequency discount rates. Advertisers placing four or more ads are considered frequency contract advertisers.

RATE PROTECTION

Rates are protected from increases during the 12-month contract period.

SHORT RATES

Advertisers will be short-rated if frequency originally contracted for is not achieved.

CREDITS

Credits earned by increasing frequency during a contract year will be applied to future billings. No cash rebates will be made.

PAYMENT

Invoices are dated as of mail date and are sent five days after publication. Payment is due Net 30. All past-due accounts are subject to an additional 1.5% interest charge per month.

Advertiser and agency will be held jointly and severally liable for past-due accounts. In the event of nonpayment, Summit Business Media is entitled to any court costs, collection agency, attorney's fees, or other costs, which may result from said nonpayment. 50% advance payment on the first issue charges and a credit application are required for all advertisers who have not established credit with Summit Business Media.

ARTWORK

Prices quoted are for artwork supplied on digital files. Agent Media can write, design, and typeset your art to maximize your results. Consultation, writing, and design are available for a nominal fee. Art is to be used in Agent Media publications only. All artwork must be complete by the closing date.

If sending us print-ready art, we prefer digital files. **Digital art submissions are due ten full business days prior to delivery date.**

Agent Media reserves the right to decline ad space for products or services it deems to be of a questionable moral or ethical nature, that may offend recipients of our mailings, or that otherwise do not coincide with publication standards.

PRICES, RULES, REGULATIONS, SPECIALS

All are subject to change without notice.

FOR DIGITAL ART SPECS

VISIT

AGENTMEDIA.COM/DOWNLOADS

CALL

800-544-0622

EMAIL

Irohrig@sbmedia.com

LEVERAGE THE POWER OF SUMMIT BUSINESS MEDIA



Agent Media is a division of Summit Business Media, the leading B2B media and information company serving the insurance, investment and professional service markets through a variety of channels, including online, print and live events. Summit Business Media provides breaking news and analysis, in-depth practice management strategies, business-building techniques and actionable data to the markets it serves. Through its Media and Reference Divisions, the company publishes 17 magazines and 150 reference titles. The Event Division hosts a dozen conferences in support

of Summit Business Media's magazine brands. Summit Business Media's Data Division, comprised of Highline Data, Judy Diamond Associates and Agent Media, is the leading data provider of financial and marketing information on insurance companies, life and property/casualty agents and investment advisors. As part of the Summit Business Media suite of products, Agent Media offers unmatched, cutting-edge technologies and resources from our team of experts to help you reach your marketing goals.

DIRECT MARKETING

PRODUCERSWEB.com

ProducersWEB.com is the leading online destination for insurance and financial professionals who are looking to improve their sales strategies and learn about new products and offers within every area of the life and health insurance industry.

REFERENCE DIVISION



In print and online, National Underwriter offers a full range of insurance resources for agents. Resources include our popular Tools & Techniques series. Part reference resource, part lucrative sales guide, these books deliver succinct solutions and in-depth coverage for a range of specialties, from life insurance, retirement income planning and more. National Underwriter delivers resources in a dynamic, up-to-date online format, including Tax Facts Online, Tools & Techniques Online, OnlineAUS: Advanced Underwriting Series, and the new AdvisorFX online. Over a quarter of a million professionals are using our products and services each year. Learn more at NUCOSTore.com.



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