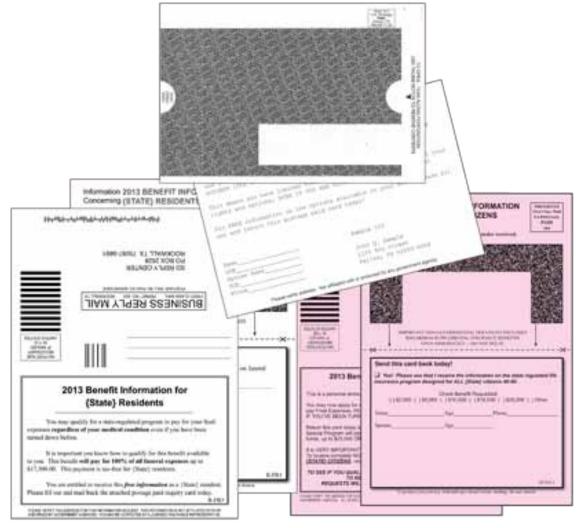


Direct Mail Lead Formats Available



Choose from our proven snap out format or our laser printed bifold format!

The snap out format has the text the consumer reads on the same card they fill out and return. It mails in a self-mailing black and white form that has consistently proven to be a great method for generating responses! This format mails bulk rate so you usually start receiving responses back within 2 weeks from mail date.

The bifold format is available on white or pink stock and is laser printed in black ink. This form measures 8 1/2 X 6 and folds to 4 1/4 X 6. Since it folds to postcard size we are able to mail this at 1st class postcard postage rates which are about the same as bulk. You start getting responses back in an average of 5-7 business days from mail date. Color laser printing is also available. Ask your sales rep for pricing!

1-800-723-5254

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AEP LEAD SAMPLES

MEDICARE ANNUAL ELECTION PERIOD IS AROUND THE CORNER!

Medicare's next open enrollment period starts October 15th and ends December 7th. Each year there are changes to the various plans available and what they cost.

This year there are a number of changes. Some are losing their Medicare Advantage plans. Medicare previously eliminated plans E, H, I and J. Plans M & N were introduced and could save you up to 25% over other available plans.

Don't miss your annual election period! Find out the options available to you today!

 Name_______
 Sample MA4

 Date of Birth_______
 John Q. Sample

 Date of Birth________
 123 Main St.

 Phone_________
 City, ST 12345

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

TARGET BY:

- Exact Age
- Estimated Income
- Dwelling Type
- Zipcode, SCF, or County and more!

CALL TODAY

for free counts in the area of your choice or visit www.targetleads.com to run your own counts online!

2016 MEDICARE UPDATE

Each year most Medicare Supplement insurers increase their rates on Medicare supplement coverage. Many seniors have turned to HMOs seeking lower premiums only to find out that patient care is inadequate. And with the passage of the new health care law, many seniors are losing their Medicare Advantage plan. How will the new law affect you?

There are numerous options available in your area including new Medicare plans M and N which could save you up to 25% over other traditional Medicare supplement plans.

For more information on all the alternatives available in your area, fill out and mail back this postage paid inquiry card today!

PLEASE VERIFY ADDRESS AND PHONE #

Sample MA0

John Q. Sample 123 Main St. City, ST 12345

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IMPORTANT MEDICARE BENEFICIARY HEALTH & WELLNESS INFORMATION

Will New Upcoming 2016 Medicare Changes Affect You?

The Annual Election Period for Medicare Advantage has been moved up and you can now sign up for this important coverage ONLY between OCTOBER 15th and DECEMBER 7th.

This means you have limited time to make informed decisions about your rights and options, EVEN IF YOU ARE LOSING THE PLAN YOU HAVE NOW!

For FREE information on the options available in your area, please fill out and return this postage paid card today!

Name
DOB
Spouse Name
DOB
Phone

Sample IS5

John Q. Sample 1234 Any Street Dallas, TX 99999-9999

PLEASE VERIFY ADDRESS AND PHONE #

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

www.targetleads.com

Typical response rates during AEP seasonaverage nationally between .5% and 2% depending on which piece you choose and the state you mail.

AEP LEAD SAMPLES

IMPORTANT: NEW MEDICARE CHANGES Medicare Modernization Act (MMA)

The MMA has brought EXCITING new changes to the Medicare program, including NEW health plan choices, NEW preventative benefits, and a prescription drug discount program (Part D). Plans E, H, I, and J were eliminated and new plans have been introduced.

The annual election period starts Oct 15th and ends Dec 7th.

Enrollment in Medicare Part D is voluntary. However, those who delay signing up will pay a lifetime premium penalty as premium costs increase by 1% per month!

Don't Delay! You have a limited window to learn more about the options in Medicare that will be available to you. Return this postage paid card today for more information!

Name	
Date of Birth	
Spouse	
Date of Birth	
Phone	

PLEASE VERIFY ADDRESS AND PHONE #

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Sample MM3

TARGET BY:

- Exact Age
- Estimated Income
- Dwelling Type
- Zipcode, SCF, or County and more!

MEDICARE ANNUAL ELECTION PERIOD IS AROUND THE CORNER!

Medicare's next open enrollment period starts October 15th and ends December 7th. Each year there are changes to the various plans available and what they cost.

This year there are more changes with the elimination of plans E, H, I and J and the addition of NEW plans M and N. These new plans could save you up to 25% over other available plans.

Don't miss your annual election period! Find out the options available to you today!

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of your choice or visit
www.targetleads.com
to run your own
counts online!

Name	
Date of Birth	
Spouse	
Date of Birth	
Phone	

Sample MM4

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AEP LEAD SAMPLE B-SMS1

Information 2016 MEDICARE OPEN
Concerning ENROLLMENT INFORMATION

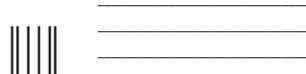
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information, please fill out and mail back

garding Medicare-approved health plan icare Advantage, Medicare Supplement, Drug Plans.

Phone

B-SMS

H OR ENDORSED BY ANY GOVERNMENT AGENCY OR THE YOUR CONTACT INFORMATION, YOU ARE AGREEING TO TACT YOU.

YOUR 2016 MEDICARE OPEN ENROLLMENT PERIOD IS HERE!

Will New Upcoming 2016 Medicare Changes Affect You?

The Open Enrollment Period for Medicare Advantage and Medicare Part D Prescription Drug Plans is here! Outside of your initial enrollment period, you can ONLY sign up for and/or make changes to this important coverage during Medicare's Open Enrollment Period **between OCTOBER 15th and DECEMBER 7th**.

This means you have limited time to make informed decisions about the Medicare-approved health plan options available to you, EVEN IF YOU ARE LOSING THE PLAN YOU HAVE NOW!

For FREE information on the Medicare-approved options available in your area, please fill out and return this postage paid card today!

B-SMS1

AEP LEAD SAMPLES

Will Current Medicare Changes Affect You?

The Annual Election Period for Medicare Advantage is here! You can only sign up for Medicare Advantage coverage between OCTOBER 15th and DECEMBER 7th. This means you have limited time to make informed decisions about your coverage choices!

Plan Offers:

*\$0 Premium

PLEASE VERIFY ADDRESS AND PHONE #

- *Comprehensive Health and Drug Plan Coverage
- *Health Club Membership
- *Dental and Hearing Coverage
- *Vision Allowances
- *Several Additional Benefits for those in need

Return this postage paid card to see if you are eligible! *Don't forget Medicare's Annual Enrollment ends December 7th!

NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY

Name	Sample BP12
Age	•
Spouse Name	John Q. Sample
Age	1234 Any Street
Phone	Dallas, TX 99999-9999

TARGET BY:

- Exact Age
- Estimated Income
- Dwelling Type
- Zipcode, SCF, or County and more!

ATTENTION MEDICARE BENEFICIARIES Will New Upcoming 2016 Medicare Changes Affect You?

The Annual Election Period for Medicare Advantage is here and you can now sign up for this important coverage ONLY between OCTOBER 15th and DECEMBER 7th. This means you have limited time to make informed decisions about your rights and options, EVEN IF YOU ARE LOSING THE PLAN YOU HAVE NOW!

A Medicare Advantage plan could save you money with low prescription co-payments, and possible savings on dental, hearing and vision coverage. Plans vary by area.

ZERO PREMIUM PLANS ARE AVAILABLE IN YOUR AREA!

For FREE information on the options available in your area, please fill out and return this postage paid card today!

Name	Sample RS12
Age	John Q. Sample
Spouse Name	1234 Any Street
Age	Dallas, TX 99999-9999
Phone	

PLEASE VERIFY ADDRESS AND PHONE # NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY



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Typical response rates during AEP season average nationally between .5% and 2% depending on which piece you choose and the state you mail.

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Information 2016 MEDICARE AEP INFORMATION Concerning

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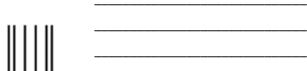


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Medicare-approved options in my area.

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YOUR 2016 MEDICARE ANNUAL ELECTION PERIOD IS HERE!

Will New Upcoming 2016 Medicare Changes Affect You?

The Annual Election Period for Medicare Advantage is here! You can sign up for this important coverage ONLY during Medicare's Annual Election Period between OCTOBER 15th and DECEMBER 7th.

This means you have limited time to make informed decisions about the Medicare-approved options available to you, EVEN IF YOU ARE LOSING THE PLAN YOU HAVE NOW!

For FREE information on the Medicare-approved options available in your area, please fill out and return this postage paid card today!

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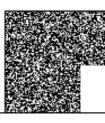
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AEP LEAD SAMPLE B-AEP11

October 15th through

2016 Medicare December 7th Annual Election Period

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B-AEP11

THE 2016 MEDICARE ANNUAL ELECTION PERIOD IS AROUND THE CORNER!

The 2016 Medicare Annual Election Period starts October 15th and ends December 7th. Each year there are changes to the various plans available and what they cost.

This year there are a number of changes. Thousands may lose their Medicare Advantage plans or see increases in their premiums.

Don't miss your annual election period! Find out the affordable options available to you today!



For FREE information on the Medicare-approved options available in your area, please fill out and return this postage paid card today!

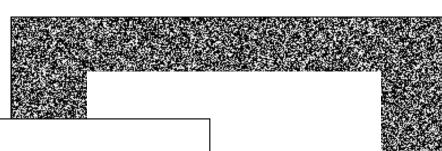
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AEP LEAD SAMPLE B-AEP12

October 15th through December 7th

2016 Medicare Annual Election Period

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B-AEP12

ACT NOW WHILE YOU CAN! Changes can only be made between Oct 15 and Dec 7

Outside of your initial enrollment period, you can ONLY sign up for and/or make changes to this important coverage during Medicare's Annual Election Period between OCTOBER 15th and DECEMBER 7th. It is critical that you review your Medicare coverage each year.

This means you have limited time to make informed decisions about the Medicare-approved health plan options available to you, EVEN IF YOU ARE LOSING THE PLAN YOU HAVE NOW!

For FREE information on the Medicare-approved options available in your area, please fill out and return this postage paid card today!

B-AEP12

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ABOUT US

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 IN as well as the growth of the software division, TL LeadManager.

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info@targetleads.com	(972) 722-2187 fax	
California Office		
20 Ragsdale Dr Ste 220	(877) 624-9444 toll free	Monday - Friday
Monterey, CA 93940		8:30 am - 5:00 pm (pacific time)

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Marva Shannon	Account/Sales Executive	310	marvas@senior-direct.com
Jessica Roberts	Account/Sales Executive	314	jessicar@senior-direct.com
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Michel Garrison	Executive Assistant	309	michelleg@senior-direct.com