



PRICING CATALOG

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Direct Mail Program Pricing For Senior Health Solutions

Quantity:	Regular Price	Discounted Price	For our Snap Out and Bifold Formats
1,000 to 2,999	\$540	\$455	Names mailed are protected regardless of mailer type for 90 days and will NOT be remailed.
3,000 to 4,999	\$525	\$455	
5,000 to 9,999	\$505	\$455	
10,000+	\$495	\$455	
<p>(Rates above are per thousand and based on using our existing snap out and bifold format mailers) Prices above are for consumer mailings. Business mailings are \$100 per 1,000 higher. Turn-key pricing above includes selection by age, income and dwelling type. T65 Malings - Add \$15 per 1,000 for additional postage</p>			

Turn time to print & mail:
3 to 5 business days (avg)

Choose From Two Lead Delivery Options:

- 1) Scanned and Shipped - we scan your leads daily and upload to our website where you can access them with a user name and password. Then once a week we mail the hard copies.
- 2) TL LeadManager - we data enter the responses into our TL LeadManager contact management system along with the scanned images of the leads. We do not ship the hard copies with this method.

Consumer Duplicate List Pricing: (+ S&H)

Sent Via Email	\$15 per 1,000
Sent on CD	\$15 per 1,000
On 8 1/2 X 11 Printed List	\$25 per 1,000
On 3X5 Cards	\$45 per 1,000
Includes names, addresses and phone #'s w/a	

Additional Options:

Print month/year of birth on list:	\$10 per 1,000
Print phones reversed on mailing:	\$10 per 1,000
Street sequencing on duplicate list:	\$3 per 1,000
Select by gender:	\$3 per 1,000
Select/exclude by ethnicity:	\$10 per 1,000
Select homeowners only:	\$10 per 1,000
Select by marital status:	\$8 per 1,000

Call (800)723-5254 or email info@targetleads.com for counts or to place your order. Or submit your counts/orders online at www.targetleads.com

Mailing cost is for a COMPLETE turn-key mailing. Pricing includes the list to mail to, cost of the forms, the cost of the printing, all mailshop work, outbound postage*, response postage and handling, and the cost to ship the leads once a week.

Pricing includes current average outgoing postage estimated at \$268 per 1,000 for snap out forms and \$256 per 1,000 for bifold mailers. If postage runs over the average, client will be billed for the difference. Pricing Good As Of February 12, 2015

CUSTOM MAILINGS

CUSTOM LETTERS PRINTING AND MAILING PRICES

Custom Letters	Per/M
8 1/2 x 11 - Black w/SP #10, & SD #9	\$610.00
8 1/2 x 11 - Color w/SP #10, & SD #9	\$630.00
8 1/2 x 11 w/CARD reply - Black w/SP #10, & SD #9	\$670.00
8 1/2 x 11 w/CARD reply - Color w/SP #10, & SD #9	\$710.00
8 1/2 x 14 - Black w/SP #10, & SD #9	\$615.00
8 1/2 x 14 - Color w/SP #10, & SD #9	\$630.00
Mini Letter - Black w/SP #10, & SD #9	\$610.00
Mini Letter - Color w/SP #10, & SD #9	\$625.00

Prices include using:

Our #10 window envelope
Our #9 business reply envelope
60# white opaque paper

Includes:

List with age and incomes selection
Outgoing postage up to \$268 per 1,000
Response postage and handling

Minimum order of 3,000 pieces

Pricing does not include mailer design. Client provides all artwork otherwise design charges will apply. Artwork should be emailed in high resolution (minimum 300 dpi) preferably in PDF, InDesign or Illustrator format

POSTCARD PRINTING AND MAILING PRICES



Rates Below are Per 1,000

Qty	4.25 x 6	5 x 7	5.5 x 8.5	6 x 9	6 x 11
1000	525	580	580	575	730
3000	500	550	550	545	690
5000	495	535	535	535	650
10000	490	525	525	525	575
15000	490	520	520	515	565

PRICING INCLUDES

- List to mail to with age and income selection
- Printing 4 color postcards on 10pt cardstock
- Mailshop
- Outgoing postage

Pricing does not include postcard design. Artwork should be emailed in high resolution (minimum 300 dpi) preferably in PDF, InDesign or Illustrator format

1-800-723-5254

www.targetleads.com

Pricing as of May 31, 2015

Consumer List Pricing

\$150 Minimum Order

Output – Base Cost:

Manuscript:	\$30 per 1,000
Peel & Stick Labels:	\$40 per 1,000 (3-up)
Diskette:	\$40 per 1,000
Compact Disc:	\$40 per 1,000 + \$5 flat CD fee
E-Mail:	\$40 per 1,000 + \$20 flat handling fee
<i>(Duplicate pricing below is per set)</i>	
Duplicate Manuscript:	\$15 per 1,000 + select charges + print options
Duplicate PSL's:	\$25 per 1,000 + select charges + print options
Duplicate Disk/CD/Email:	\$15 per 1,000 + select charges + print options

Demographic Select Charges (add to base cost):

Exact age select:	No additional charge
Family Position Selection:	No additional charge
Income:	\$ 3 per 1,000
Dual Income Indicator:	\$ 5 per 1,000
Net Worth (NEW):	\$20 per 1,000
Bankruptcy Suppression:	\$15 per 1,000
Homeowner or renter:	\$10 per 1,000
Gender:	\$ 3 per 1,000
Marital Status:	\$ 8 per 1,000
Presence of children:	\$ 8 per 1,000
Children by Age/Gender	\$ 8 per 1,000
Number of Children in Household	\$ 8 per 1,000
Length of residence:	\$ 8 per 1,000
Ethnicity/Race:	\$10 per 1,000
Religion selection:	\$10 per 1,000
Mail Order Buyers:	\$ 5 per 1,000
Height/Weight:	\$20 per 1,000
Resequencing:	\$ 3 per 1,000
Street Sequencing:	\$ 3 per 1,000
Occupation:	\$15 per 1,000
Lifestyle Interests: (i.e. Tennis, etc...)	\$50 per 1,000
Insurance Responder:	\$35 per 1,000
Voter Registration: (by party)	\$40 per 1,000
Driving Restrictions:	\$20 per 1,000
Prizm Codes:	\$15 per 1,000
Has Email Access:	\$10 per 1,000

Print Options (add to base cost):

Phones printed:	\$10 per 1,000
Month and Year of birth printed:	\$10 per 1,000
Year of birth or age printed:	\$ 5 per 1,000
Special keycoding:	\$ 3 per 1,000
Income range keycoded:	\$ 3 per 1,000
Carrier-route presort:	\$ 5 per 1,000
Bar-coding:	\$ 5 per 1,000
Page breaks:	\$ 2 per 1,000
Double-spacing (on manuscripts):	\$ 2 per 1,000

Quantity Discounts Available

*

Call for Broker or Ad Agency Discounts

*

Lists Delivered in
3-5 Business Days
(Email orders usually emailed
within 24-48 hours)

*

Orders received by 10:00 am CST will begin processing the same business day. Orders received after 10:00 am CST will begin processing on the following business day.

All orders are considered final when placed. Any cancellations will incur a cancellation charge.

For pricing on additional selects or custom processing, please call your account representative.

Above costs do not include shipping and handling or applicable sales tax. Rush orders available for an additional fee.

Minimum order is based on a maximum of two sets
3 or more sets have a \$200 minimum

Business List Pricing

Base Cost: \$60 per 1,000 (one time usage)
\$120 per 1,000 (unlimited use for 1 year)

Minimum order: \$150.00

Output Charges (add to the base cost):

Manuscript: \$5 per 1,000
Peel & Stick Labels: \$10 per 1,000 (3-up)
Diskette: \$5 flat
Compact Disc: \$5 flat
E-Mail: \$20 flat
Custom Layout: \$150 flat

Demographic Select Charges (add to base cost):

Headquarters/Branches \$10 per 1,000
Estimated Sales Volume \$20 per 1,000
Exact Sales Volume \$30 per 1,000
Employee Size \$20 per 1,000
8 digit SIC \$10 per 1,000
Franchises \$20 per 1,000
Import/Export \$10 per 1,000
Women Owned \$10 per 1,000
Minority Owned \$10 per 1,000

Print Options (add to base cost):

Business Phone Number \$30 per 1,000
Print Employee Size: \$10 per 1,000
Key Contact Name \$30 per 1,000
Fax number (where available) \$85 per 1,000

Quantity Discounts Available

*
Call for Broker or
Ad Agency Discounts

*
Lists Delivered in
3-5 Business Days
(Email orders usually emailed
within 24-72 hours)

*
Orders received by 10:00 am CST
will begin processing the same
business day. Orders received after
10:00 am CST will begin processing
on the following business day.

*Basic Record output includes: Business name and address

Above costs do not include shipping and handling or applicable sales tax.
Rush orders available for an additional fee. Cancellation charge is 50% of total invoice amount.
For pricing on additional selects or custom processing, please call your account representative.

Homeowners Database

Owning a home is the American dream. For most families, once the dream comes true, they have to manage ongoing upkeep and improvements to their home. Our Homeowners list is perfect for reaching over 65 million homeowners in need of products and services for their home. They respond to a variety of offers

including lawn and garden, pool equipment and chemicals, home furnishings, insurance, electronic equipment, and more. Select by numerous selections such as: home value; mortgage amount; sale date; sale price; home year built; square footage; roof type and more.

\$250 Minimum Order

Output – Base Cost:

Manuscript:	\$55 per 1,000
Peel & Stick Labels:	\$65 per 1,000 (3-up)
Diskette:	\$70 per 1,000 (1X Use) or \$105 per 1,000 (unlimited use)
Compact Disc:	\$70 per 1,000 (1X Use) or \$105 per 1,000 (unlimited use) + \$5 flat CD fee
E-Mail:	\$70 per 1,000 (1X Use) or \$105 per 1,000 (unlimited use) + \$20 flat handling fee (Duplicate pricing below is per set)
Duplicate Manuscript:	\$15 per 1,000 + select charges + print options
Duplicate PSL's:	\$25 per 1,000 + select charges + print options
Duplicate Disk/CD/Email:	\$15 per 1,000 + select charges + print options

Demographic Select Charges (add to base cost):

Home value	\$25 per 1,000
Mortgage Amount	\$25 per 1,000
Mortgage loan type	\$25 per 1,000
Mortgage term	\$25 per 1,000
Sale date	\$25 per 1,000
Sale price	\$25 per 1,000
Year built	\$15 per 1,000
Square footage	\$15 per 1,000
Presence of Pool	\$15 per 1,000
Roof type	\$15 per 1,000

Exact age select:	No additional charge
Family Position Selection:	No additional charge
Income:	\$ 3 per 1,000
Dual Income Indicator:	\$ 5 per 1,000
Net Worth:	\$20 per 1,000
Gender:	\$ 3 per 1,000
Marital Status:	\$ 8 per 1,000
Ethnicity/Race:	\$10 per 1,000
Mail Order Buyers:	\$ 5 per 1,000
Resequencing:	\$ 3 per 1,000
Occupation:	\$15 per 1,000

Print Options (add to base cost):

Phones printed:	\$10 per 1,000
Month and Year of birth printed:	\$20 per 1,000
Year of birth or age printed:	\$10 per 1,000
Special keycoding:	\$ 3 per 1,000
Income range keycoded:	\$ 3 per 1,000
Carrier-route presort:	\$ 5 per 1,000
Bar-coding:	\$ 5 per 1,000
Page breaks:	\$ 2 per 1,000
Double-spacing (on manuscripts):	\$ 2 per 1,000

**Lists Delivered in
3-5 Business Days
(Email orders usually emailed
within 24-48 hours)**

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Orders received by 10:00 am CST will begin processing the same business day. Orders received after 10:00 am CST will begin processing on the following business day.

All orders are considered final when placed. Any cancellations will incur a cancellation charge.

For pricing on additional selects or custom processing, please call your account representative.

Above costs do not include shipping and handling or applicable sales tax. Rush orders available for an additional fee.

Minimum order is based on a maximum of two sets
3 or more sets have a \$200 minimum

Ailment List Pricing

\$200 Minimum Order

Output – Base Cost:

Manuscript:	\$205 per 1,000
Peel & Stick Labels:	\$210 per 1,000 (3-up)
Compact Disc:	\$200 per 1,000 + \$5 flat CD fee
E-Mail:	\$200 per 1,000 + \$20 flat handling fee (Duplicate pricing below is per set)
Duplicate Manuscript:	\$15 per 1,000 + select charges + print options
Duplicate PSL's:	\$25 per 1,000 + select charges + print options
Duplicate Disk/CD/Email:	\$15 per 1,000 + select charges + print options

Demographic Select Charges (add to base cost):

Exact age select:	\$15 per 1,000
Estimated household Income:	\$10 per 1,000
Dwelling Type:	\$ 5 per 1,000
Geography:	\$ 5 per 1,000
Homeowner or renter:	\$15 per 1,000
Gender:	\$ 5 per 1,000
Marital Status:	\$ 8 per 1,000
Length of residence:	\$ 8 per 1,000
Ethnicity/Race:	\$15 per 1,000
Height and/or Weight:	\$15 per 1,000
Mail Order Buyer:	\$20 per 1,000
Net Worth:	\$30 per 1,000
Resequencing:	\$ 3 per 1,000
Street Sequencing:	\$ 3 per 1,000
Occupation:	\$15 per 1,000
Bankruptcy Suppression:	\$15 per 1,000
Census Data:	\$ 5 per 1,000
Presence of Children - by age:	\$20 per 1,000
Number of Children:	\$15 per 1,000
Corrective Lens Wearers:	\$15 per 1,000
Family Position Code:	\$ 5 per 1,000

Print Options (add to base cost):

Phones printed:	\$15 per 1,000
Month and Year of birth printed:	\$20 per 1,000
Year of birth or age printed:	\$10 per 1,000
Special keycoding:	\$ 3 per 1,000
Carrier-route presort:	\$ 5 per 1,000
Bar-coding:	\$ 5 per 1,000
Page breaks:	\$ 2 per 1,000
Double-spacing (on manuscripts):	\$ 2 per 1,000

Available Ailments

Acid Indigestion	Eczema or Psoriasis	Mobility Assistance
Acne	Emphysema	Multiple Sclerosis
ADHD/ADD	Erectile Dysfunction	
Allergies		Nail Fungus
Alzheimer's	Food Allergies	Nasal Allergies
Antidepressant	Foot Ailments	Nasal congestion
Anxiety	Foot Corns	Nosebleeds
Arteriosclerosis		
Arthritis	Gas or Bloating	Obesity
Asthma	Gastro Esophageal	Osteo Arthritis
Astigmatism	Reflux Disease	Osteoporosis
Athlete's Foot	GERD/Acid Reflux	Osterarthritis
	Gingivitis	
Back Pain		Pain
Bed Bathing Assist- ance	Hair Loss	Parkinson's Disease
Bedwetting	Headaches	Pressure
Birth Control	Hearing Loss	Prostate cancer
Bladder Control	Heart Disease/Attack	Prostate Disorders
Bladder Leakage	Heartburn Meds	Psoriasis
Bladder/Bowel	Heartburn/Acid	Psoriatic Arthritis
Breast cancer	Reflux	
Bronchitis	Hemorrhoids	Respiratory Ailments
	High Blood Pressure	Rheumatism
	High cholesterol	Rheumatoid Arthritis
Cancer		
Canker Sores	IBS	Sensitive Teeth
Carpal Tunnel	Impotence	Sinus/Nasal
Chronic Fatigue	Insomnia	Sinusitis
Chronic Pain	Irregularity	Skin Ailments
Cold Sores	Irritable Bowel	Skin Rashes
Colon cancer		Snoring
COPD	Kidney Problems	Spinal Injury
Cough and cold		
Crohn's Disease	Lactose Intolerance	Toenail Fungus
	Lung Disease	
Dandruff		Ulcerative Colitis
Dental	Macular Degenera- tion	Vision Condition
Dentures	Menopause	
Depression	Menstrual Problems	Weight Loss
Diabetes	Migraines	Weight Problems
Dry Eyes	Migraines/Heahaches	Wheelchair

Quantity Discounts Available * Call for Broker or Ad Agency Discounts * Lists Delivered in 3-5 Business Days * (Email orders usually emailed within 24-48 hours)* Orders received by 10:00 am CST will begin processing the same business day. Orders received after 10:00 am CST will begin processing on the following business day. * All orders are considered final when placed. Any cancellations will incur a cancellation charge. For pricing on additional selects or custom processing, please call your account representative.

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