

Closed for the Holiday:  
Independence Day July 5, 2010

## TARGETLEADS Employee Directory

<u>Employee Name, Title</u>	<u>E-mail Address</u>	<u>Extension</u>
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Jessica Roberts, <i>Account Executive</i>	jessicar@senior-direct.com	314
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<i>Accounting or General Inquiries</i>	sales@targetleads.com	305

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 Email: [sales@targetleads.com](mailto:sales@targetleads.com)  
 Web-site: [www.targetleads.com](http://www.targetleads.com)

## SUMMER SPECIAL

Get the leads you need this summer from TARGETLEADS with our Summer Sizzler Special!

**INSIDE THIS ISSUE:**  
 - **New Mailers!**  
 - *Upcoming Industry Shows*  
 - **Online Services**

### LEAD MAILINGS

For every 1,000 names you pay to mail on our snap out computer forms, we will mail an extra 100 names at no additional charge! For example, you pay for 5,000 to mail, we mail 5,500! More names mailed equates to more responses which in turn leads to more sales for you!

### CONSUMER PROSPECTING LISTS

For every 1,000 consumer names you purchase on a list, you earn an additional 200 names for free. For example, pay for 3,000 names on a list and receive 3,600 names!

**This offer expires June 30, 2010**

This special can only be used with our regular prices and cannot be combined with any other discount offer. This does not apply to our CA or IN LTC Partnership mailings or any other specialty mailings. It also only applies to consumer prospect lists and not business lists, agent lists or other specialty lists.

TARGETLEADS opened its doors in April 1985 so this year we are celebrating 25 years in business as your premier lead provider!

A few fun facts from 1985.....

- \* Ronald Reagan was sworn in for a 2nd term in office.
- \* Coca-cola changed its formula and released "New Coke" only to bring back the original version 3 months later.
- \* Microsoft released the very first version of Windows (Windows 1.0)
- \* The US Postal Service raised the price of a 1st class stamp from \$.20 to \$.22
- \* San Francisco defeated Miami in the Super Bowl 38-16.

# Upcoming Industry Shows

**August 25th - 27th, 2010  
Mandalay Bay \* Las Vegas, NV**



Senior Market Advisor Expo is the only event featuring advisors with experience in SALES, MARKETING, ANNUITIES, LIFE INSURANCE and LTCI sharing their secrets to success.

You'll get actionable tools from advisors who have found success in their own practice building powerful alliances with like-minded advisors, discovering new products and services, generating more leads, overcoming objections or simply becoming a better advisor, Senior Market Advisor Expo 2010 is your first-step to success.

Visit us at Booth 218!

[www.seniormarketexpo.com](http://www.seniormarketexpo.com)

**October 11th - 13th, 2010  
Hyatt Regency Resort & Spa \* Scottsdale, AZ**

The Medicare Supplement Conference offers all new industry insight exclusively focused on medicare supplement insurance. Industry leaders share their knowledge and information for those who market, service or support Med Supp products. 3 Days, 25 outstanding and relevant educational sessions, 50+ expert speakers, 100% focus on med supp.

[www.medicaresupp.org](http://www.medicaresupp.org)



Stop by our booth!

**ONLY SERVICES**

Most anything you need is available at your fingertips on our website. You can:

- ★ Run your own counts 24/7
- ★ Place your order
- ★ View a map of zips in your areas
- ★ Learn step-by-step how to place a lead order
- ★ View PDF images of your leads (login required)
- ★ Check your response rates
- ★ View special monthly promos
- ★ Calculate your mailing cost or per lead cost

# NEW MAILERS FOR MED SUPP AND LTC

This is a new med supp mailer we began testing in March 2010... Response rates have been GREAT!

## IMPORTANT 2010 MEDICARE CHANGES

Numerous changes were made to the Medicare supplement plans available to seniors starting June 2010, including the elimination of several plans. New, more affordable, lower cost plans were introduced and offer co-pays. A number of other changes were made as well.

How will these changes affect your current plan?

For FREE information on these changes and the new options that are available to you, return this postage paid card today!

Name \_\_\_\_\_ Sample ME5  
 Date of Birth \_\_\_\_\_  
 Spouse \_\_\_\_\_ John Q Sample  
 Date of Birth \_\_\_\_\_ 123 Main Street  
 Phone \_\_\_\_\_ City, St Zip

State	Percent
AR	8.10
AZ	7.41
CA	4.80
FL	3.70
IA	4.24
ID	3.44
LA	7.86
MI	7.20
MO	3.02
NC	3.39
OH	6.09
OR	6.90
PA	6.33
TX	2.13
VA	4.40
WA	4.00

\* Response rates shown are current averages and not a guarantee of response rates \*

*This is a new LTC Lead we put together which discusses the CLASS Act. Test mailings are in process now and we hope to have excellent results to report soon!*

## 2010 IMPORTANT UPDATE

A new law was recently signed for comprehensive healthcare reform legislation known as CLASS that will provide benefits to those with long-term care needs.

Many believe that this program will not be up and running until around 2013. And to be eligible for assistance, you must have paid monthly premiums into the program for five years and worked at a job for a minimum of three of those five years.

If you become ill or disabled before you are eligible for coverage, how would you or your family pay for your long-term care or nursing care needs?

For more information on the alternative options available NOW, please fill out and return this postage paid card today.

Name \_\_\_\_\_ Sample CL5  
 Date of Birth \_\_\_\_\_ John Q. Smith  
 Spouse \_\_\_\_\_ 123 Main St.  
 Date of Birth \_\_\_\_\_ City, ST 12345  
 Phone \_\_\_\_\_