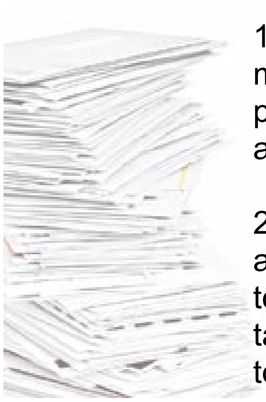
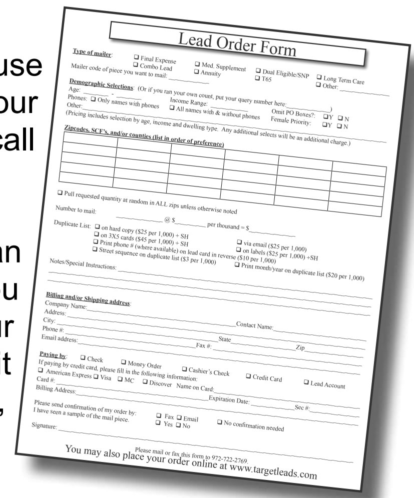
TARGETLEADS

HOW TO PLACE A LEAD ORDER



1. **PICK YOUR MAILER** - we have a number of predesigned samples for senior insurance mailers that you can choose from. The mailers are not preprinted so you can make changes or provide your own text if you would like. Request a catalog of samples by sending us an email at info@targetleads.com

2. **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.



Lead Order Form

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

Demographic Selections

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

Billing and/or Shipping address

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

You may also place your order online at www.targetleads.com

3. **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. Whatever is most convenient for you!

4. **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 withint 1-2 weeks from mail date.

LEAD DELIVERY METHOD - WHAT TO KNOW...

We offer two options for lead delivery

1. **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.
2. **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.