

Target Pr③grams

IS THE UNIQUE ENTITY

that provides members of the **Target Markets Program Administrators Association** with the ability to promote their Program Business to one of the largest databases of Independent P&C Retail Agents in the US. The Association will build your agency "Outlet Center" on the Target Programs website, which provides company information, and detailed descriptions of the Programs you provide. The Association generates agent traffic to the site using aggressive marketing initiatives, which includes electronic advertising of your program business.

See How Target Programs Brings Business to Your Agency:

- Own and manage an "Outlet Center" on the Target Programs website, branded to your company, which enhances your website presence.
 - Administrative controls that allow you to change and update your program/product offerings.
 - Promotion of your programs in the Target Programs Newsletter to our database of 80,000 Independent P&C Agents.
 - Generation of an elite opt-in marketing database collected as agents visit your Outlet Center, and available anytime as part of your administrative controls.
 - Electronic marketing opportunities at a fraction of the cost currently available in the industry.
 - Receive brief descriptions of business that retailers are having difficulty placing, including a capsule summary of the risk and agent information, allowing you to pursue if interested.
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For more information about:

Target Markets Program Administrators Association and participation in **Target Programs**,

go to www.targetmkt.com, visit www.targetprograms.com,
or call Ray Scotto at **877-347-5700**.



Target Pr③grams

Target Programs

Electronic Marketing

As a member of Target Markets who has purchased an "Outlet Center" on our commercial website, Target Programs, you have the opportunity to individually access our database of 80,000 Independent P&C agents with electronic ads branded solely by your agency.

Each of our ad distributions will be sent to our entire database. Specific regions/states can be removed from a distribution, but will not alter the distribution fee. Distribution fees include the development of one electronic ad. If multiple distributions involve more than one electronic ad, each additional ad will result in an additional \$200 development fee. Minor text changes to existing ads will not result in additional fees.

Select one of the Ad packages below. Payment is due at the time of ad approval/authorization.

1 One Distribution to 80,000 \$1,750 3 Six Distributions to 80,000 \$6,250

2 Four Distributions to 80,000 \$4,750 4 _____ \$ _____

Electronic Ad Development Information

Electronic ads will be developed collaboratively with an agency representative and Target Programs. Members may supply graphics and other material with written documentation of ownership. This will not alter the ad fees. Target Programs will supply graphics in all other situations. No ad will be distributed without the written approval and consent of the agency representative.

Electronic ads will be developed with a response vehicle which allows agents to supply their contact information and ask questions about your product. These responses will be sent directly to the identified individual at your agency. Target Programs will not collect and store the responses submitted on these vehicles. Members who wish to have their response vehicle co-branded with Target Programs, can have these agent responses directed through their Outlet Center. Agent response data will then be collected in their administration area of the website. **Please note:** Many ads contain your website address or other links directly to your website. Evaluating the success of your ad will require tracking agent traffic to your site along with direct agent responses.

Please supply the information requested to develop your Target Programs Advertisement. It will be necessary to send a file of your company logo to include in your ad. Target Programs will supply a graphic that compliments your product and Tag Line. The completed Ad will be sent to the contact person listed for approval prior to distribution. Please call if you need assistance (302-765-6048). **Thank you.**

Name of Product/Program: _____

Suggested Tag Line (phrase or sentence to sell the product/program): _____

Bullet Points to describe the product/program (coverage highlights, what differentiates your product, etc.). Provide up to 5 bullet points.

1. _____
2. _____
3. _____
4. _____
5. _____

Agency Website _____ Agency Tel. No. for Ad response (_____) _____

Contact Person for Ad response _____ E-mail _____

**FAX This Completed Form
To: 302-765-6037**

Target Markets/Target Programs www.targetmkt.com
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