

agent's marketplace

Agent's MarketPlace combines the power of print and electronic marketing into a program that puts your company's message in front of more agents. Our bi-monthly national program gets you exposure among top-producing agents across the country. For deep market penetration in three of the largest insurance markets in the nation, choose from our Florida, Texas, or California MarketPlace editions.



taking lead generation to a whole new level!

Introducing the New and Improved Agent's MarketPlace



Life/Annuity Agents

Double Your Income With Preset Appointments!

Most insurance professionals struggle to make \$30,000-\$75,000 a year. Too much time and money is wasted cold-calling, doing seminars, buying outdated mailing lists, or selling to your family and friends.

Insurance agents of America's Professional Services are trained to do what they do best: Sell. There is no time or money wasted prospecting — we set the appointments for you. With 100% of your time spent selling, combined with a comprehensive training and mentoring program, how could you not double your income next year?

For details, visit www.WeSetYourAppointments.com

Rapid Response Postcards

Reply mail postcards promoting your company will allow agents to request information by mail. The postcards mail with each regional edition and six out of 12 national editions of the Agent's Sales Journal — increasing readership and providing your company with more leads.

Agent's Marketplace Online

The Newest and Best Offers in the Industry in One Place!

Want more info about these offers? Click on an offer for more info and to link to that company's web site.

The #1 Best Agent Deal Expense Plan on the Planet

Great Offers for Health Plans

Business Service Directory

HealthPlan Health Network

Follow-Up Email Blast

Reinforce your company's message with a follow-up email blast to our entire email database of agents in that state. You'll receive the contact information of every agent who clicks on your ad.

AGENT'S MARKET PACK

The paid pack that gives EXCLUSIVITY to your market problems.

For A Quick Response From An Advertiser Click On An Ad

Business Service Directory

HealthPlan Health Network

www.AgentsMarketPack.com

Your company's ad will also be posted online for a full year, and we'll drive traffic to the site through AgentsSalesJournal.com and in ASJ's electronic newsletters that reach more than 500,000 agents every month!

agent's marketplace rates

Mailing	Circulation	Closing Dates*	1x	4x	6x
NATIONAL					
postcard	50,000	15 Dec			
email blast	+ 100,000	23 Feb			
	150,000	27 Apr	\$6,500	\$6,000	\$5,500
	total impressions	29 June			
	+ 12 month web posting	21 Aug			
		21 Oct			
FLORIDA					
postcard	30,000	8 Dec	\$4,200	\$3,600	N/A
email blast	+ 66,000	16 Mar			
	96,000	22 June			
	total impressions	21 Sept			
	+ 12 month web posting				
TEXAS					
postcard	35,000	19 Jan	\$4,200	\$3,600	N/A
email blast	+ 52,000	20 Apr			
	87,000	20 July			
	total impressions	12 Oct			
	+ 12 month web posting				
CALIFORNIA					
postcard	40,000	16 Feb	\$4,900	\$4,400	N/A
email blast	+ 65,000	18 May			
	105,000	17 Aug			
	total impressions	9 Nov			
	+ 12 month web posting				

*Closing dates are subject to change. For additional publication dates, turn to page 43.

need creative services?

Let our team of experienced copywriters and designers create a high-impact ad for you.

New ad	\$100
BRM card only	\$30
Small change to message side	\$30
Small change to return side	\$30
Large change to message side	\$65
Large changes to both sides	\$75

**DIGITAL ARTWORK MUST BE
HERE 3 DAYS BEFORE CLOSING**

For digital art specifications, visit
www.AgentMediaCorp.com/downloads

call: 800-933-9449, ext. 222
email: Graphics@AgentMediaCorp.com

amp exclusivity policy

Agent Media reserves the right to limit the number of cards advertising a particular product type in any given mailing.

Agent Media allows only two advertisers to run ads advertising the same product line for the same carrier. The first advertiser executing an insertion order will have the right to advertise the carrier name or other carrier-identifying information, such as product names or logos.

The second advertiser for the same carrier and product line must run a “blind” ad with no carrier name or other carrier-identifiable logos, slogans, or wording. For example,

marketer A may advertise a life product for carrier X using the carrier name, while marketer B advertises the same life product with a “blind” ad. Marketer C may advertise an LTC product from carrier X using the carrier name while marketer D runs a “blind” ad for the same LTC product. Consequently, two or more cards with a particular carrier name may be in the same mailing based on the breadth of the carrier’s portfolio.

Prior advertisers have a first right of refusal to re-advertise a carrier, which must be executed 15 days prior to the closing date. This first right is subject to space availability as to product types or number of cards in the mailing. Any decision regarding exclusivity will be made by Agent Media, and its decision will be final.