

## eProducerConnect

Email plays an integral role in a well-planned marketing campaign targeting today's insurance producers. With more than 560,000 licensed producers nationwide and the ability to reach thousands of producers in seconds, eProducer Connect should be a fundamental component of any integrated marketing approach. Use our national list, six regional lists, ten specialty lists, or custom-build your own list using our exclusive proprietary database with advanced segmentation capabilities. An instant data capture tool allows you to view and follow up on leads in real time, while our turnkey creative support ensures that you always reach your target market.



# agent media's 10-step database refinement process

**1 A unique producer database.** While other vendors in the insurance industry have aggregated and blended their lists so that, essentially, they may be sharing the same names, our email list comes from our own database of 1.6 million licensed producers and registered representatives.

**2 It's a database, not a list.** Unlike other vendors, we don't blindly blast to a list of email addresses. Because our email list comes from our extensive producer databases, we have a complete record of each producer we're sending an email to. Our segmentation capabilities allow you to create your own customized email blast based on criteria such as producer product specialty and geographic location.

**3 Instant data capture.** Because each email address is linked to our proprietary database, there are no cumbersome electronic forms for producers to fill out when they're interested in your offer. When a producer clicks on a link in your email, you receive that prospect's full contact information.

**4 Specialty lists.** Want to target a select segment of the market? In that case, use one of our specialty producer email lists to target producers by license type, market, product specialty, and so much more.

**5 Manage your leads.** Your complimentary online contact manager stores your leads on a password-protected Web site, and your personal campaign-tracking gallery allows you to download your response as a spreadsheet for easy viewing and distribute the leads right from our Web site.

**6 Higher delivery rates.** To maximize your exposure, we always track and scrub obsolete email addresses bounced back by email providers, ensuring you the cleanest list possible. All of our messages are edited to pass through spam filters.

**7 Stay compliant.** We strictly adhere to industry best practices, taking steps to ensure your message complies with evolving federal regulations. Each of the agents on our email list has agreed to receive messages from our marketing companies, so you can be sure they're expecting to hear from you.

**8 Turnkey creative support.** Don't have in-house copywriters and graphic artists? No problem! Let our creative team help you leverage cutting-edge e-marketing techniques so your message grabs the attention of your prospects and gets you the best response possible.

**9 Size and flexibility of database.** With more than 562,000 records in our always-evolving email database, you have a lot of options for targeting the specific kinds of agents you want to reach.

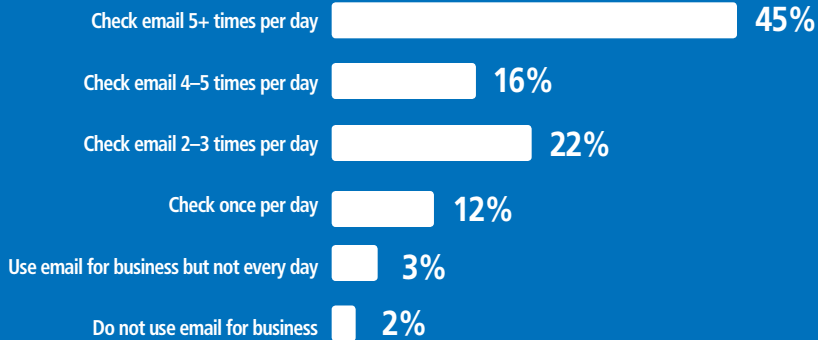
**10 An integrated approach.** Add extra momentum to your marketing when you time your email blast with your trade advertising or direct mail effort. The flexibility of our email program combined with an extensive array of media tools gives you endless options when planning a successful marketing strategy.

## SPECIALTY PRODUCER EMAIL LISTS

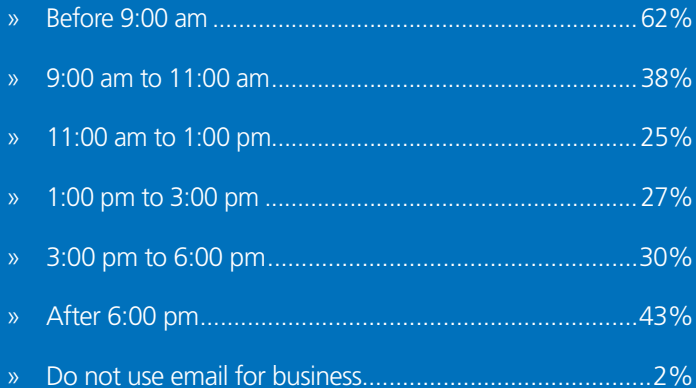
Annuity	Variable	Life	Health	Top Producers	Senior Market	Long Term Care	Final Expense	P&C	Registered Reps
64,238	121,141	396,529	369,671	101,198	90,611	60,173	21,816	149,592	59,903

# a profile of agent email habits

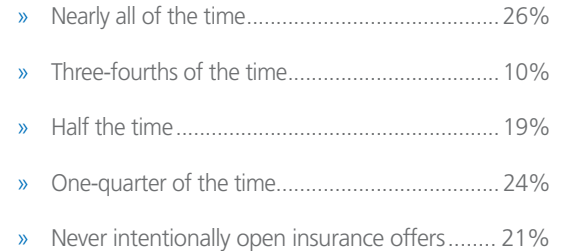
## Agents check their email frequently throughout the day



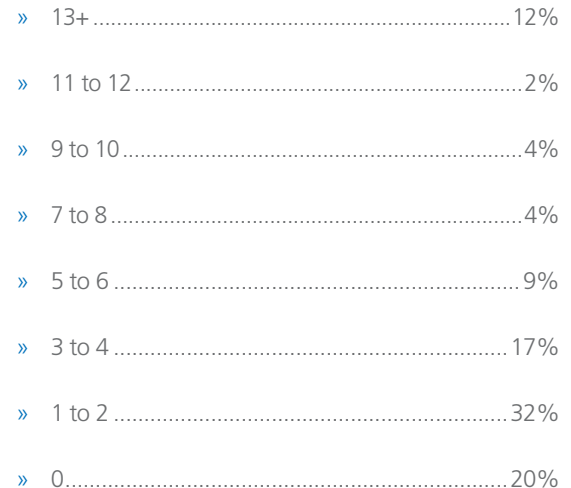
### »»»»» Time of day email is checked «««««



## Agents frequently open emails known to contain insurance company offers



## Number of email offers from insurance companies agents respond to each month



Source: 2006 Agent's Market Pack Readership Survey by The Wayman Group Inc.

# email prices & quantity by state & region

## REGIONAL BLASTS

WESTERN REGION

Pacific Region	Quantity
California.....	63,503
Idaho.....	2,385
Nevada.....	2,552
Oregon.....	2,688
Utah.....	6,946
Washington.....	3,830
<b>Pacific Total .....</b>	<b>81,904</b>

Southwest Region	Quantity
Arizona.....	9,019
Arkansas.....	2,983
Louisiana.....	9,387
New Mexico.....	2,253
Oklahoma.....	7,872
Texas.....	50,279
<b>Southwest Total .....</b>	<b>81,793</b>

Midwest Region	Quantity
Colorado.....	7,111
Iowa.....	8,647
Kansas.....	7,862
Minnesota.....	11,227
Missouri.....	14,270
Montana.....	791
Nebraska.....	2,827
North Dakota.....	1,695
South Dakota.....	1,961
Wisconsin.....	14,341
Wyoming.....	723
<b>Midwest Total.....</b>	<b>71,455</b>

EASTERN REGION

North Central Region	Quantity
Illinois.....	34,362
Indiana.....	16,021
Kentucky.....	6,536
Michigan.....	11,514
Ohio.....	26,763
<b>North Central Total .....</b>	<b>95,196</b>

Southern Region	Quantity
Alabama.....	5,101
Florida.....	63,817
Georgia.....	10,265
Mississippi.....	5,710
North Carolina.....	19,759
South Carolina.....	6,288
Tennessee.....	13,300
<b>Southern Total.....</b>	<b>124,240</b>

Northeast Region	Quantity
Connecticut.....	10,218
Delaware.....	1,384
Maine.....	895
Maryland.....	9,336
Massachusetts.....	11,280
New Hampshire.....	1,864
New Jersey.....	12,267
New York.....	26,011
Pennsylvania.....	26,668
Rhode Island.....	1,188
Vermont.....	767
Virginia.....	8,719
West Virginia.....	2,822
<b>Northeast Total.....</b>	<b>113,419</b>

## Email Pricing

Circulation	Cost Per Blast	Circulation	Cost Per Blast
15,000 or fewer	\$1,540	70,001 - 100,000	\$3,410
15,001 - 35,000	\$2,310	100,001 - 200,000	\$5,500
35,001 - 70,000	\$3,080	201,000 - 400,000	\$11,000
		401,000 - 600,000	\$16,500

Additional Quantities Available	Quantity
Alaska.....	425
District of Columbia.....	186
Hawaii.....	265

State and regional counts are from October 2008 and are likely to vary. Call 800-933-9449 for updated counts.