



Drive Sales AND CLIENT ACQUISITION WITH TARGETED MAIL PROGRAMS

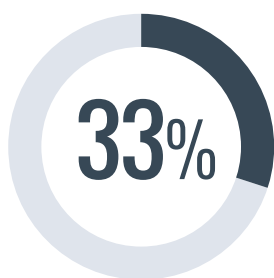
brought to you by Mspark
in association with Agent Xcelerator®



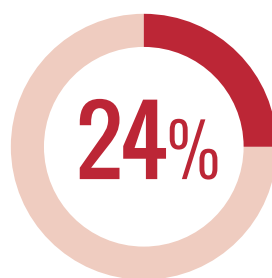
MSPARK CONSUMER INSIGHTS:



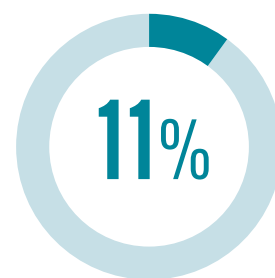
currently invest in
life insurance



more likely to be
retired than those in
urban city centers



more likely to be 55
years of age or older
than those in urban
city centers



plan to switch
life insurance
providers in the
next 12 months

621+
MARKETS

27+ MILLION
U.S. HOUSEHOLDS



**IN 31
STATES**

79% SHARED MAIL
READERSHIP*
42% RESPOND TO
SHARED MAIL
ADVERTISING*



*Advertising Readership & Response Tracking Study, Kantar Media Intelligence, NFO World Group



Mspark's Campaigns *are as easy as*

1-2-3

1

Define your direct marketing campaign based on your client acquisition strategy:

- Core Profile
- Pre-retire
- Retire
- Medicare
- Final Expense
- Annuity

2

Select your targeted print solution and allow our team of data analysts to develop a data-driven mailing profile based on consumer demographics, location intelligence, and behavioral data to meet your campaign objectives.

3

Define your offers, select your creative, and set your campaign frequency to grow your business!



Trifold Brochure
(8.5x11)

CIRCULATION	COST/THOUSAND
up to 100,000*	\$145
100,000	\$130
500,000	\$115
1,000,000	\$110



Standard Perforated Insert
(8.5w x 7.5h with Left perf)

CIRCULATION	COST/THOUSAND
up to 100,000*	\$95
100,000	\$85
500,000	\$75
1,000,000	\$70



Slim Perforated Insert
(5.5w x 11h with perf at bottom)

CIRCULATION	COST/THOUSAND
up to 100,000*	\$97
100,000	\$87
500,000	\$77
1,000,000	\$72

*Minimum 15,000

CONTACT US TODAY TO GET STARTED!

TIM WALKER Director, National Accounts

(813) 924-6935 twalker@mspark.com



www.mspark.com