



## Get your quality leads from LeadMax.

LeadMax is a cost-effective, turnkey program that delivers quality leads directly to you.

With LeadMax you can:

- Find prospects in your market who are most like your customers.
- Contact prospects using **proven** response-generating mail packages.
- Get leads delivered directly to you via e-mail, within 24 hours of response.
- Order a mailing list of prospects with or without phone numbers.

## Ready to get started?

Review the program options below and contact your Marketing Manager for more information.

Once you have placed an order, LeadMax handles the rest and delivers leads directly to you via e-mail in .pdf format.

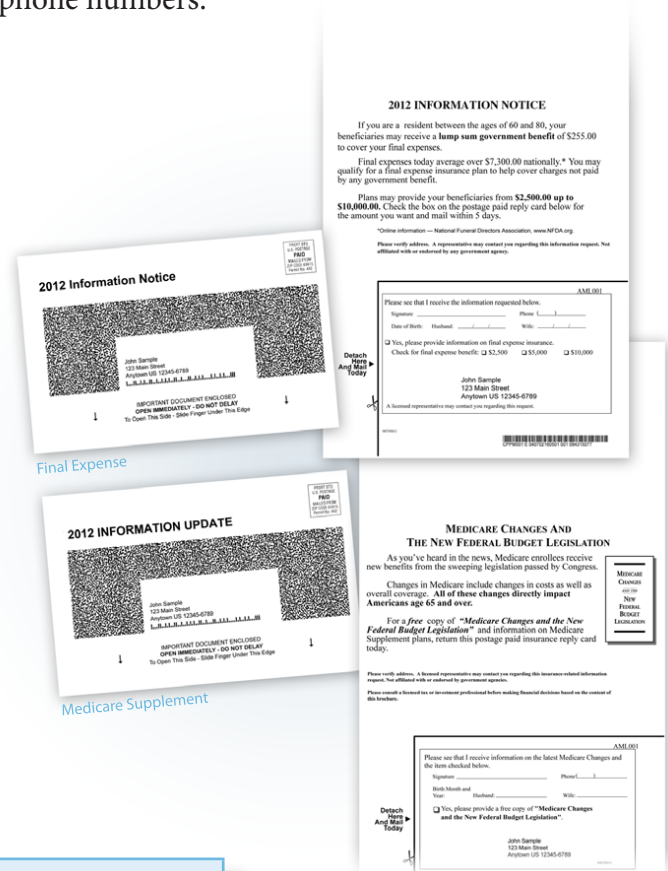
Mailing lists can be obtained via the Order History section of the website and are in .csv format.

## Program options and pricing

**Note:** Models are mailing list enhancements that can improve your response rate by identifying prospects who are most likely to be interested in the corresponding product.

Minimum order of 500 mailers or names.

<p><b>Final Expense, Medicare Supplement, Long Term Care, Annuity Wealth Transfer, Mortgage Protection</b></p> <p>Includes list, printing, postage, mailing and lead delivery.</p>	<p><b>Only 39.5¢ to 42¢ each.</b></p> <p>Add phone numbers – 1¢ per name. Optional model enhancement where applicable – FREE</p>
<p>List of names only (no mailer)</p>	<p><b>Only 4¢ per name.</b></p> <p>Add model enhancement – 2¢ per name.</p>



LeadMax uses proven direct mail packages to generate quality leads –delivered to you daily.