



**2007 MEDIA KIT**

## Connecting You with Top Financial Services Producers

Our mission is to share your ideas and opportunities with leading producers in life and health insurance services.

With three years of proven success, Bold Media Group helps leading financial companies connect with agents in the life and health insurance sector through effective email marketing services. Today, email marketing is an essential component of any advertising campaign, reaching hundreds of thousands of interested producers in seconds.

## Improving Communication within the Life and Health Insurance Sectors

Bold Media was started in 2003 by three partners who recognized a need to identify and connect with agents in the life and health insurance sectors. These partners are the executive officers of Leadbot, an innovative company that has supplied life insurance leads and other financial-related products since 1998. To connect with agents and market their services, the Leadbot team utilized other companies to distribute their email marketing material, but was dissatisfied by the results. Therefore, to complement the services of Leadbot, the three partners created Bold Media, and created a comprehensive database of agents eager to learn more about the many services available to them. Since its creation, Bold Media has been approached by third party companies, and has grown to meet the needs of the life and health insurance industry.



## Our Database

Our services offer you a unique opportunity to directly and interactively convey your agent recruiting message. Bold Media works with a targeted database of more than 200,000 agents within the life and health insurance sector in order to deliver your message to qualified agents nationwide.

## Delivering Your Ideas

Bold Media effectively delivers your text ad or HTML email to more than 200,000 agents. We deliver emails designed by your own team, or can design custom content providing a unique and effective email message for a modest additional fee.

Recipients of the emails can respond directly through a response form embedded into the email. Once a response form is completed, your company is contacted within seconds, allowing you to connect with agents the moment they demonstrate interest in your service. Bold will simultaneously send the agent a Thank You email tailored to your organization. In addition, the recipient is also able to click anywhere on the email and be instantly directed your company's Web site.

## CAN-SPAM Compliant

It is our intent that the offers and notices of our customers reach only those individuals open to receiving them; please note that the ability to opt-out of such contact is provided with all our online correspondence. Bold Media Group is CAN-SPAM compliant.



## 2007 PACKAGES AND PRICING

### Package One: Life and Health Blast

- Email blast of your ad to our entire database of Life and Health Insurance professionals.
- Real-time delivery of respondents to your choice of email addresses or contact management system.
- Automated follow up email to all respondents.
- Archiving of respondents.

One Blast	Three Blasts	Six Blasts
\$3,500	\$9,000	\$15,000

### Package Two: Life and Health Blast + Custom Ad Development

- Email blast of your ad to our entire database of Life and Health Insurance professionals.
- Real-time delivery of respondents to your choice of email addresses or contact management system.
- Automated follow up email to all respondents.
- Archiving of respondents.
- Professional development of one ad, including ownership of all copy.

One Blast	Three Blasts	Six Blasts
\$4,400	\$9,900	\$15,900

