



Marketing by Mail

www.marketing4insurance.com
service@marketing4insurance.com
(800) 543-5439
(866) 444-2608 fax

Direct Mail: Auto 'Contact' page

3 easy steps:

The contact page serves to reserve your zip codes for five working days while you solidify your marketing plans and complete the balance of applicable paperwork.

1. Complete and sign this contact page with your zip codes (right) and contact information (below.)
2. Fax it to us: (866) 444-2608. This will reserve those zip codes for five working days.
3. Complete remaining homeowner paperwork; fax back asap.

County (not city)	Zip Code

First	Last	
Company	Agency Name	
Street		
City	State	Zip
Phone	Fax	
Cell #	License #:	
Email (required:)		
<i>Email is a critical communication line for us. Please provide a reliable address that you check at least weekly. See 'Other Conditions,' below.</i>		

terms and conditions

TERMS and CONDITIONS

The initial contract period is defined as three (3) consecutive months of direct mail marketing. This corresponds to the amount of time it generally takes for direct mail programs to begin working.

EXCLUSIVITY

The licensee will have exclusive rights to the insurance marketing program in the contracted zip codes for the duration of this contract provided that licensee is mailing to a substantial majority of the available leads in that area. A substantial majority is 75% of the leads with a year built of 1900 or newer, and a size of 800 square feet or larger.

DISCLAIMER

The direct mail solicitation marketing supplied under this contract and license come without warranty of any kind, express or implied. Under no circumstances shall MARKETING by MAIL, INC. be held liable for any damages whatsoever arising out of the use of, or inability to use this product, including but not necessarily limited to, damages for loss of business profits, business interruption, or business information.

The licensee is responsible for gaining appropriate approvals, IF REQUIRED, from their insurance company representative for their marketing design. It is understood that Marketing by Mail, Inc. is acting as a supplier of marketing to the licensee, and that we shall not be held liable for any act or actions, or failure of actions upon the part of the licensee to act in accordance with instructions of their insurance companies.

Although we might be providing our marketing to other licensees,

the licensee named in the contract shall not presume that their specific marketing has been pre-approved or endorsed by any specific insurance company. The individual licensee is to gain any necessary approvals for their specific design.

REFUNDABLE DEPOSIT

Each licensee shall provide a \$100 deposit, which will be refunded on the 3rd month's invoice provided that licensee has mailed three (3) consecutive months starting with the initial contact date. If the licensee cancels the program before three consecutive mailings, the deposit is forfeited.

CANCELLATION - FIRST 3 MONTHS

If Licensee desires to cancel all or part of this contract prior to the end of the agreed parameters, the Licensee shall be held liable for the balance due and agrees to pay all collection fees and/or court costs relating to efforts to collect monies due. The deposit shall be forfeited.

DEFINITION OF SERVICE RENDERED

Service shall be deemed as rendered to the licensee when the marketing letters are delivered to the U. S. Postal Service and accepted by the Postal Service for delivery to the prospects in the zip codes selected.

NOTIFICATION TO CANCEL

After the initial three (3) month period, the licensee or Marketing by Mail, Inc. may cancel this contract.

OTHER CONDITIONS

The licensee understands that the fee charged includes postage. If the U. S. Postal Service raises the postage rate during the initial

90 day contract period, the licensee agrees to a fee increase proportional to the postage rate change. After the 90 day initial contract period, the letter fee may be increased at the discretion of Marketing by Mail, Inc.

Licensee agrees to check their e-mail at least weekly, and to return all correspondence within five working days.

DATA

The licensee is purchasing direct mail marketing services from Marketing by Mail, Inc. While part of the direct mail marketing service consists of mailing postcards or letters to leads (which are provided by Marketing by Mail, Inc.), the licensee is NOT purchasing data, mailing lists, or homeowner leads. Marketing by Mail, Inc. will provide the licensee both a paper and electronic (secured PDF document) copy of the mailing list each month, however the electronic copy will not be in an editable, extractable, or otherwise redistributable format (i.e. a Microsoft Excel list, Comma Separated Variable list, etc.).

NOTIFICATION TO MODIFY MARKETING AREA (Zip code)

Licensee is allowed to modify marketing area so long as the zip codes to change to are available. If notification to drop / change / modify a zip code is provided after data for the next marketing period has been purchased by MBM, Inc. the licensee will be responsible for the cost of data not used. Normally, data is purchased starting on the 11th day of each month so we need notification by the 10th of each month. If data changes are requested after the 10th of each month, the charge is \$.05 per lead for data not used.

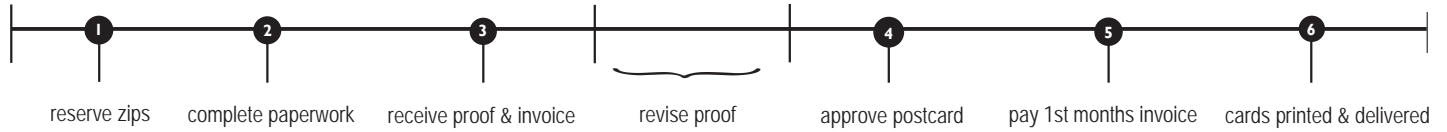
I certify that I have read, understood, and agree to the terms above.

Signature: _____

Date: _____ Title: _____

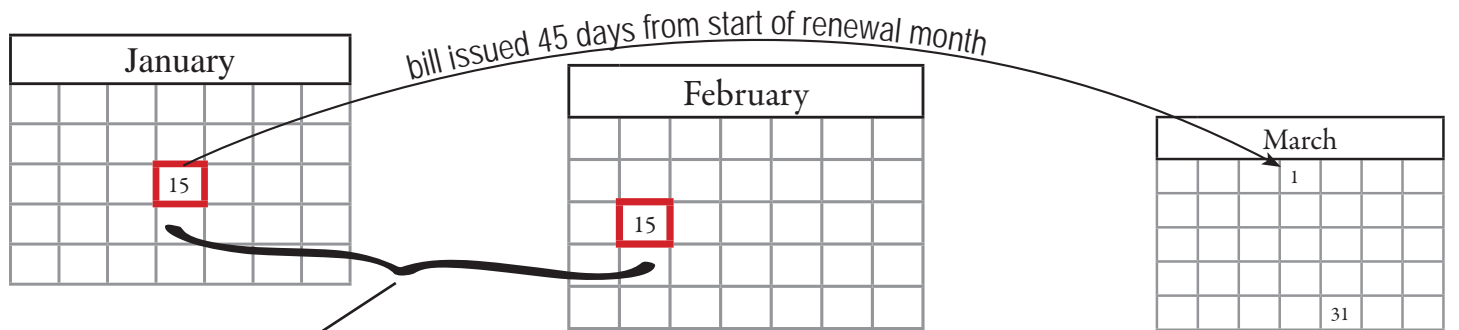


typical timeline: setup



1. When we get your contact page, we'll confirm receipt via email and reserve your zips for five working days. During this time you can solidify your marketing plans and work on the remaining paperwork, if applicable.
2. Once you fax in the remaining paperwork, we'll confirm receipt via email, input your figures, download and process your data, and design a marketing piece based on your specifications. Once we've finished all that, we...
3. ...send you your first proof and invoice via email.
4. Once all proof revisions have been made, you send us **WRITTEN APPROVAL** of the piece, testifying that you have scrutinized the information and deem the piece to be free of inaccuracies. Ultimately, this is your responsibility - the marketing cannot be printed or mailed without your written approval.
5. **The setup is done!** Every month from here forward, We bring your direct mail marketing to the post office 2-5 working days after receiving payment, automated or manual.

typical billing/mailing cycle example: March renewals*



Mail your cards for March Renewals* between:
 1/15 - 2/15

(typical auto mailing schedule, schedule will vary with alternative mailing options)

- ***Auto Leads are targeted by expected *homeowner* insurance renewal date.**
- Call for **Alternative Mailing Options** (e.g. repeat mailing, auto/home mailing, mass mailing, etc.)

When (example dates)	Billing Cycle Description
Jan 15	Bills for March renewals sent via email. Watch your inbox!
Jan 15 - Feb 15	Customer faxes back invoice with payment information, or uses the auto-pay form. Mail is delivered to the post office 2-5 working days after receiving payment, or date specified.
Feb 1	1st payment reminders emailed to outstanding manual-pay accounts
Feb 10	2nd (final) payment reminders emailed to outstanding manual-pay accounts
Feb 15	Last day of March renewals billing/mailing cycle. April invoices sent via email.
Feb 16	Unpaid / incommunicado accounts deactivated; zip codes released for use by other agents



Marketing by Mail

www.marketing4insurance.com
service@marketing4insurance.com
(800) 543-5439
(888) 444-2608 fax

Direct Mail: Auto Relationship Statement

Marketing by Mail, Inc's (hereafter known as MBM) relationship extends only to the insurance agent, or agency. We contract with you on an individual basis to be your design, printing and mailing company. We do not have, nor do we claim to have a relationship with any insurance carrier or company. In essence, we serve as your printing company, yet we have insurance knowledge and special data and printing capabilities to aid in the design and implementation of your marketing campaign.

All design work performed on your behalf must be approved by you. The following is an outline of our duties and services and your responsibilities as our client.

MBM Obligations - We will:

1. Clearly explain our services and contractual terms.
2. Explain our pricing model, found on our website (www.Marketing4insurance.com) under "**PRICING.**"
3. Provide you design ideas from samples on our web site and from others we may have on file.
4. Design your marketing pieces to your specifications.
5. Gain your written approval of the design, before performing any mailings.
6. Respect your PRIVACY. You are our client; therefore our obligation is to you, the agent. We will not disclose our relationship with you unless authorized in writing. We will not use your name or company identification, or any of the information you provide us, in any fashion other than in the design and implementation of your marketing program.
7. Make sure than you are compensated financially, should we make a critical error on your design or in your data. A critical error is defined here as one that prevents the prospect from contact you, or erroneous information on the policy shown on the marketing piece.

Agent Obligations - *Your responsibility for the design and implementation of your marketing program is to:*

1. Provide specifications for your postcard or letter design.
2. Provide a description of your chosen marketing areas by zip code and county.
3. Provide any required logos, personal photos, and other information; including policy coverages, building cost calculations, and premium estimates for your targeted marketing areas.
4. Obtain design approvals, if required by your insurance company.
5. Submit final written approval to MBM, via fax or email, for your marketing piece design.
6. Notify MBM, via email or fax, of any changes to the design and content of your marketing piece.
7. Make the most of each call you receive by obtaining x-dates for other lines of business and following up diligently with each prospect.

Thank you for your help and understanding. We strive to make your program as successful as possible from a design, data, printing and mail service perspective. Our goal is to make your phone ring with quality prospects. We encourage you to help your success by always obtaining x-dates for other lines of business, and following up diligently with each prospect who calls.

Please indicate that you've read the above.

Initials: _____



VARIETY. Our auto direct mail products offer a level of flexibility unmatched in the business - pick the option that's right for you! We offer a variety of personalized postcards that advertise your agency discounts, rates and quality customer service to quality prospects in your marketing areas. **Please check a postcard option below and follow the instructions based on that selection.**

No Rating Information (Fill out pages: 1 and 3-5, 8)

features agency benefits and discounts

This postcard requires little setup. It features your agency's benefits and discounts, but does not provide sample premiums or coverages.

Family Rating Sample (Fill out pages: 1 and 3-6, 8)

features a sample quote and coverages for a family situation

In addition to advertising your benefits, this postcard features a detailed sample quote (complete with coverages and premium) for a family situation. It shows the total premium for 2 vehicles.

Multiple Vehicle Quotes (Fill out pages: 1, 3-5, 7-8)

features 8 vehicle quotes listing premiums with and without auto/home discount

In addition to advertising your benefits, this postcard features a d 8 vehicle quotes (complete with coverages and premium). It also includes the premium including the auto/home discount.

Family Rating Sample & Vehicle Quotes (Fill out pages: 1 and 3- 8)

features 8 vehicle quotes and family rating sample

This postcard features agency benefits, a family rating situation, AND 8 sample vehicle quotes.

Combo Auto/Homeowner (Fill out pages: 1, 3- 8 AND homeowner contract)

features personalized homeowner quote & auto family rating sample

Although this option requires the greatest setup effort, you can double your investment by including auto marketing information a homeowner postcard with no extra cost.



Marketing by Mail

www.marketing4insurance.com
 service@marketing4insurance.com
 (800) 543-5439
 (888) 444-2608 fax

Direct Mail: Auto Discounts & Policy Coverages

Provide us the coverage included in your policy samples and the discounts or qualifications included in your rates.

POLICY QUALIFICATIONS

Check the discounts included in your auto insurance rate examples:

Multi Car	
Auto-Home Discount	
Auto-Life	
Automatic Seat Belts	
Good Driver	
Driver Age	
Anti Lock Brakes	
Used For Pleasure Driving	
Car Alarm	
Driver Licensed For 15+ Years	
Affinity:	
Other:	
Other	
Other:	

Additional Information

POLICY COVERAGES:

Tell us the coverage and limits for your sample policy:

POLICY COVERAGE	POLICY LIMITS
Bodily Injury	\$ / \$
Property Damage	\$
Uninsured Motorist	\$ / \$
Comprehensive Deductible	\$
Collision Deductible	\$
State Mandatory Coverage	
Other Name: _____ Amount: \$ _____	
Other Name: _____ Amount: \$ _____	
Other Name: _____ Amount: \$ _____	

Additional Information



Marketing by Mail

www.marketing4insurance.com
 service@marketing4insurance.com
 (800) 543-5439
 (888) 444-2608 fax

Direct Mail: Auto Family Rating Samples

Quote two popular vehicles for your auto marketing program. Choose year, make and models that best fit your marketing area. If your rates (premiums) vary between your zip codes, fill out additional copies of this sheet and list the associated zip codes. On your postcard, the correct rates will appear relative to the zip code. This increases the accuracy of your rating estimates. Run a quote for a 6 month premium with and without an auto/home discount.

Mr. & Mrs. Adams,

Would you like to **save money** on your auto insurance, and be with one of the best companies in our great state?

You should call us before your renewal. We offer 24/7 claims service, national claims coverage, many discounts to save you money, competitive rates and, best of all, fair, friendly service. It's worth a call to find out more.

Family Auto Insurance Rate Samples

	Vehicle #1	Vehicle #2
Driver	Male, age 45	Female, age 45
Yr/Make/Model	2001 Toyota Camry	2005 Honda Accord
Policy	Premier Package	Premier Package
Premium	\$247	\$212

Total premium for 2 cars...only \$459!

Above premiums are based on a 6 month premium and the following coverages BI (\$15,000/\$30,000), PD (\$100,000), COMP (\$1000 DED), COLL (\$1000 DED). Discounts included in premium are: multi-car, auto/home, automatic seat belts, good driver, and anti-lock brakes.

When calling, please provide this quote number: 08-00001

YOUR LOGO HERE



John Collins
 309 W. 4th Ave
 Gresham, OR 97030
www.johncollins.net

Call to schedule your appointment today!
(800) 543-5439



Stephen & Dorothy Adams
 2443 Nw Ava Ave
 Gresham, OR 97030-2570



see more samples at www.marketing4insurance.com

list zip code(s) here

Car	Driver Gender	Driver Age	Car Information Year - Make - Model	Policy Premium	
				6 - Month	With Auto/Home Discount
1.					
2.					



Marketing by Mail

www.marketing4insurance.com
 service@marketing4insurance.com
 (800) 543-5439
 (888) 444-2608 fax

Direct Mail: Auto Multiple Vehicle Quotes

Quote eight popular vehicles for your auto marketing program. Choose year, make and models that best fit your marketing area. If your rates (premiums) vary between your zip codes, fill out additional copies of this sheet and list the associated zip codes. On your postcard, the correct rates will appear relative to the zip code. This increases the accuracy of your rating estimates. Run a quote for a 6 month premium with and without an auto/home discount.

Mr. & Mrs. Adams,

Would you like to save money on your auto insurance, and be with one of the **best companies in our great state?**

You should call us before your renewal. We offer excellent claims service, national claims coverage, many discounts to save you money, competitive rates and, best of all, fair, friendly service. It's worth a call to find out more!



For a Fast quote, call today!

(800) 543-5439

When calling, please provide this quote number: 08-00001

A U T O ☆ H O M E ☆ B U S I N E S S ☆ L I F E

AUTO PREMIUM EXAMPLES

Year, Make, Model	6 Months Premium	With Auto/Home Discount
2006 Toyota Camry	\$152	\$143
2006 Toyota Sienna	\$138	\$129
2006 Honda Pilot	\$149	\$140
2006 Honda Odyssey	\$145	\$136
2006 Chevy Tahoe	\$157	\$148
2006 Chevy Trail Blazer	\$152	\$143
2006 Ford F150	\$152	\$143
2006 Ford Explorer	\$149	\$140

FAMILY AUTO INSURANCE RATE SAMPLES

	Vehicle #1	Vehicle #2
Driver	Male, age 35	Female, age 35
Yr/Make/Model	2006 Ford F150	2004 Dodge Durango
Policy	Premier Package	Premier Package
6-Mo Premium	\$281	\$342
w/ Auto/Home Disc	\$245	\$295

Total premium for 2 cars...only \$540!

Above premiums are based on the following coverages: BI (\$100,000/\$300,000), PD (\$100,000), UM (\$100,000/\$300,000), COMP (\$100 DED), COLL (\$500 DED), State Mandatory Coverage (25/50/10), Rental car (\$30/day), and New Car Replacement.buy back. Discounts included in premium are: multi-car, auto/home, good driver, anti-lock brakes, driver licensed for 15+ years, good payment history, collision deductible reward, and occupational

see more samples at www.marketing4insurance.com

list zip code(s) here

Car	Driver Gender	Driver Age	Car Information Year - Make - Model	Policy Premium	
				6 - Month	With Auto/Home Discount
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					



Marketing by Mail

www.marketing4insurance.com
service@marketing4insurance.com
(800) 543-5439
(866) 444-2608 fax

Direct Mail: Homeowner Automatic Billing Authorization

For security purposes, **DO NOT EMAIL** this form.

I authorize Marketing by Mail, Inc. to bill the credit card below for the \$100 contract deposit, which is refundable as per the terms of the contact.

I authorize Marketing by Mail, Inc. to automatically bill the credit card below for the mailing of my marketing material each month. I understand that I will receive an invoice by the standard schedule (p. 3,) and, as the number of leads renewing each month will vary, it is my responsibility to read the invoice and notify Marketing by Mail, Inc. of any changes to or cancellation of this agreement prior to the monthly billing date below. **Approval of your mail piece design (required) is a separate process unrelated to this form.**

Preferred Monthly Billing Date:

Your direct mail marketing is sent out two to five working days after the payment is processed, unless specified otherwise. Recommended: A few days after bills are sent (on the 15th,) e.g. the 20th. This allows you to see your bill before we process payment.

Credit Card Billing Name & Address (address to which credit card bill is sent)

Check here if your billing address is the same as your business address

Name (As it appears on the card)

Street:

City:

State

Zip:

Phone

Fax:

Credit Card Information

Circle Credit Card: VISA Mastercard American Express Discover

Credit Card #:

Expiration Date:

CVV# (3-4 digits, near signature area. required.) :

Your Signature:

_____ date