



# MEDIA KIT (2023)

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<https://CompleteMarkets.com/advertise>

# CompleteMarkets.com - Where Insurance Goes to Network™

- ✓ CompleteMarkets is the **leading digital distribution platform** for insurance products.
- ✓ We connect wholesalers to retail agents and brokers. We **distribute your products & services to our members** through our market search tools, email marketing and SEO.
- ✓ **Largest & most engaged full-contact email database** in the industry.
- ✓ Powerful, proven **Search Engine Optimized storefront methodology**. Build a storefront and it soon drives search traffic (and leads).
- ✓ Tangible and demonstrated ROI reporting. **Track every single view, click, phone call.**
- ✓ Targeted Mix Marketing – actual data driven, automated **precise targeting of recipients.**
- ✓ Most importantly, **we bring new agents, new submissions and new premium!**
- ✓ **Bottom line – we drive measurable revenue and ROI.**

## Distribution & Email Marketing

Actual counts can vary based on maintenance. To handle list fatigue, **campaign sizes are capped**. List counts include cross/multiple license agents.

Important: These counts are of Independent P&C agents. Captives & Wholesalers are excluded.

Independent Property Casualty Agents							
AK	780	ID	1,192	MT	1,230	PR	3
AL	6,783	IL	19,888	NC	12,529	RI	1,609
AR	3,710	IN	11,131	ND	1,967	SC	4,742
AZ	8,369	KS	3,840	NE	4,144	SD	1,812
CA	16,690	KY	5,167	NH	1,486	TN	10,690
CO	3,833	LA	5,673	NJ	11,172	TX	16,973
CT	5,172	MA	7,788	NM	1,626	UT	7,255
DC	468	MD	6,984	NV	3,123	VA	5,874
DE	1,122	ME	1,196	NY	20,552	VT	656
FL	20,763	MI	10,810	OH	13,025	WA	4,147
GA	15,819	MN	5,138	OK	5,882	WI	9,552
HI	710	MO	10,604	OR	4,871	WV	1,594
IA	7,256	MS	1,472	PA	12,630	WY	512

Region	States	P/C
Midwest	IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI	99,167
Northeast	CT, MA, ME, NH, NJ, NY, PA, RI, VT	62,261
South	AL, AR, DC, DE, FL, GA, KY, LA, MD, MS, NC, OK, PR, SC, TN, TX, VA, WV	126,248
West	AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY	54,338
<b>Totals</b>		<b>342,014</b>

# Advertising Options

**Need a customized solution?** Something tailored to your specific needs? We can craft a solution that complements your current marketing efforts. For example, if you are looking to expand into new markets, we can fine tune our efforts to **reach new agents** (folks that have not heard from you before). Alternatively, you **can target certain types of agents**. And, you have the choice to **customize each of your campaigns** ahead of campaign run time.

	Nuclear	Power	Essential
<b>Annual Packages</b>	<b>\$16,997</b>	<b>\$9,997</b>	<b>\$5,497</b>
<b>Company Profile &amp; Networking</b>			
Company Profile Listing	√	√	√
Employee Profiles Listing	√	√	√
Groups / Discussions	√	√	√
Company Blog	√	√	√
Company Reviews	√	√	√
Press Release/News Distribution	√	√	√
Job Postings	3	1	-
Storefronts/Products & Services (DIY)	Unlimited	10	5
<b>Email Marketing Campaigns</b>			
Email Campaigns Included (Estimated Recipients)	12 (~75k)	6 (~50k)	4 (~35k)
Re-Marketing Email Campaigns (Included)	4	2	1
Additional Email Campaigns (up to 75k recipients)	\$1350 ea.		
<b>Secure Submissions &amp; Inquiries (with attachments)</b>			
Market Submissions & Leads (Tracked)	√	√	√
Email Submissions (Tracked)	√	√	√
Direct (Phone/Online)	√	√	√
<b>Expert Creative Services</b>			
Email Creative Design & Content Creation	3 Incl.	\$400 ea.	\$400 ea.
Storefront Build (Rich content/Search Optimized)	5 Incl.	\$100 ea.	\$100 ea.
Press Release Content Creation (New)	2 Incl.	\$95 ea.	\$95 ea.
<b>Secure Reporting &amp; Management</b>			
Monthly Campaign Scoreboard (via Email)	√	√	√
Monthly SEO Performance Report (via Email)	√	√	-
On demand Reporting & Management Dashboard	√	√	√
<b>Targeted &amp; Managed Social Marketing</b>			
Targeted Mix Marketing	√	√	√
Customize-able & Connected Blog	√	√	-
Managed Company Profile with Reviews	√	√	-