1)    The fresh leads are $45.00 per lead with a 3% handling fee.  A $500 deposit is required to begin mailings.  The leads will be deducted from the deposit as they begin to arrive.  Once the deposit is depleted, you may put additional funds in your account, or pay per lead as they arrive.  If payment is not received within 2-3 business days, mailings are subject to suspension for non-payment.  We do not discriminate based on age, race or language, nor do we verify phone numbers; therefore, credits are not given based on these categories.   
  
All lead requests to turn on or off should be submitted in writing via email to [leadorders@mailcoproductions.com.](mailto:leadorders@mailcoproductions.com.)  If an area is being turned off, all residual leads must be purchased up to 45 business days.   
  
2)    Our historical leads are based on two categories:  3-9 month leads are $3 per image and 10+ month leads are $1 per image.  There is a $25 order with each historical lead order placed.  Historical leads are populated by the fresh lead mailings after the 90 exclusivity is expired.  The system removes previously ordered leads to eliminate duplicates within the same organization.   
  
If you have particular areas of interest, we will be glad to check on the availability.

We don’t have a brochure per se.  We never have had to advertise because of the quality of our leads.  They are welcome to visit our site at [www.mailcoproductions.com](http://www.mailcoproductions.com/).

Typically, the larger IMOs we work with set up their account, and the agents under them.  The IMO either pays for the leads or the agents depending on the agent’s contract level.  The levels are:

Agency

               Manager

               Agent

If the agent or manager defaults on payment, the lead bill is rolled up to the agency for payment.

The per lead price is not really a negotiable price.  The cost to mail is pretty fixed based on compiling of data, print/process, postage, return postage and distribution of the lead.  We generate leads a bit differently from most companies.  We don’t just mail the same data over and over into an area for unlimited customers.  If an area is being mailed to capacity for MailCo leads, then the territory is sold out.  We can sell the data, historical leads or provide a special mailing for you on a per piece basis.

You are always welcome to use us as a mail house.  The direct mail marking letter would be provided by your team, and we would mail it with our data at a per piece cost.  We are very upfront about telling customers, if MailCo is already mailing a particular area.  Typically, a letter is mailed for Standard Postage at $625 per thousand or First Class at $685 per thousand.  These prices are the going rate for special mailings, but can be reduced by higher mail volumes.

We do have a statewide lead program for $20.  These are sale by phone leads that we generate anywhere in the state.  Right now, we have NC and MO in the program.  Typically, these are the very rural, satellite counties.

Hope this helps,

Tracie

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