

# Target Pr①grams IS THE UNIQUE ENTITY

that provides members of the **Target Markets Program Administrators Association** with the ability to promote their Program Business to one of the largest databases of Independent P&C Retail Agents in the US. The Association will build your agency “Outlet Center” on the Target Programs website, which provides company information, and detailed descriptions of the Programs you provide. The Association generates agent traffic to the site using aggressive marketing initiatives, which includes electronic advertising of your program business.

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## ***See How Target Programs Brings Business to Your Agency:***

- Own and manage an “Outlet Center” on the Target Programs website, branded to your company, which enhances your website presence.
  - Administrative controls that allow you to change and update your program/product offerings.
  - Promotion of your programs in the Target Programs Newsletter four times each year to our database of 80,000 Independent P&C Agents.
  - Generation of an elite opt-in marketing database collected as agents visit your Outlet Center, and available anytime as part of your administrative controls.
  - Electronic marketing opportunities at a fraction of the cost currently available in the industry.
  - Receive brief descriptions of business that retailers are having difficulty placing, including a capsule summary of the risk and agent information, allowing you to pursue if interested.
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*For more information about:*

**Target Markets Program Administrators Association** and participation in **Target Programs**,  
go to [www.targetmkt.com](http://www.targetmkt.com), visit [www.targetprograms.com](http://www.targetprograms.com),  
or call Ray Scotto at **877-347-5700**.

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