

Client Stream Lead Exchange Pricing sheet

Product	Lead Channel	Vendor	Pricing	Notes
Dental	Data - Exclusive	Presidio	\$5.00 - \$6.00	Over 65
			\$6.00 - \$7.00	Under 65
Final Expense	Aged	BlueWingAds	\$0.35	
		Presidio	\$0.55	
Final Expense	Data - Exclusive	BlueWingAds	\$4.25 - \$7.00	
		Presidio	\$8.00 - \$12.75	
Final Expense	Calls	BlueWingAds	\$50.00	Warm Transfers, 90sec Duration
		Presidio	\$42.00	Inbounds, 60sec duration
MedAdv	Aged	BlueWingAds	\$0.35	
		Presidio	\$0.80	
MedAdv	Calls	BlueWingAds	\$58.00	Warm Transfers, 90sec Duration
MedAdv	Data - Exclusive	BlueWingAds	\$5.25 - \$10.50	
		Presidio	\$3.00 - \$12.00	\$7 + for tier 1 leads
Medicare	Aged	BlueWingAds	\$0.35	
		Presidio	\$0.55	
Medicare	Calls	DataLot	\$60.00	Warm Transfers, 120sec Duration
		Presidio	\$55.00	Warm Transfers, 90sec Duration
		BlueWingAds	\$60.00	Warm Transfers, 90sec Duration
Medicare - Turning 65	Calls	DataLot	\$74.00	Warm Transfers, 120sec Duration
MedSup	Data - Exclusive	BlueWingAds	\$5.25 - \$10.50	
		Presidio	\$3.00 - \$12.00	This is blended between for all Medicare
		Rank Media	\$6.00 - \$10.00	
MedSup	Direct Mail	Target Leads	\$55.55	

Note on Data Lead costs

Data Charge = \$0.05 per lead for informative data on age on top of the lead cost

Trusted form charge = \$0.07 per lead when Trusted Form is required in the bid on top of the lead cost

Note that all credit card transactions include a 3% + \$0.40 administration fee

* Medicare (blended) = Medicare Advantage and Medicare Supplement