

# LEAD COSTS:

- **Direct Mail (DM) \$33 English** (\$39 in NC/TX/FL/GA/SC/TN and Spanish)
- **Facebook (FB) \$23-31 English/Spanish**
- **Walk Lists \$25 per 1,000 Names**
- **TV \$44 English/\$49 Spanish**
- **Live Transfer TV \$44 English/\$49 Spanish**
- **Yellow Pages \$25**
- **Online Quote Request \$25**
- **Multi-Source \$35**