

ALPHERA FINANCIAL SERVICES AUTO BILLING STATEMENT

780,000 Annual Statements \$30/M
65,000 Monthly

Alphera Financial Services, a division of BMW Group Financial Services, is accepting third-party non-competitive inserts into their monthly auto billing statements.

Alphera Financial Services is a leader in automotive lending with a portfolio of nearly \$2 billion. Alphera provides financing for all vehicle makes and models while delivering premium service to both customers and dealers. Alphera Financial Services was ranked the #1 independent automotive finance company in dealer satisfaction by JD Powers in 2008.

Alphera Financial Services' billing statements reach nation-wide customers with the majority in the top 10 major metros. Statements are sent to customers of all makes and models. *Sorry, no auto insurance or credit card offers accepted.*

DEMOGRAPHICS

Avg. Age Range: 40

Average HH Income: \$60,000

Gender: 50% Female/50% Male

Average customer is college educated, **with good to excellent credit.**

Maximum Size: 3 1/2" x 8 1/2"

Minimum Size: 3 1/4" x 6-1/2"

Maximum Weight: .10 ounce

No. of inserts/mo: 2 to 3

Please inquire on above if your insert does not meet the requirements.



ALPHERA
Financial Services

January	65,000	July	65,000
February	65,000	August	65,000
March	65,000	September	65,000
April	65,000	October	65,000
May	65,000	November	65,000
June	65,000	December	65,000

Material required 2 weeks prior to first of the month.

Insert requires an inventory number to be printed on the insert.

BOL and tracking info needs to be confirmed at time of shipping/receiving.

SELECTIVITY

None

GENDER

50% female

50% male

MINIMUM ORDER

25,000

SHIPPING

Inserts must ship to 2 separate distribution locations.
(60% to AZ;
40% to NJ)

CONTACT

Lori Fursman
607-857-1345

Lori.Fursman@stantondirect.com

Stanton Direct Marketing, Inc.

Management Division: 607-857-1345