

SERFF Tracking Number: META-125474035 State: Arkansas
Filing Company: Metropolitan Life Insurance Company. State Tracking Number: 38097
Company Tracking Number: I08-04
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Individual Long-Term Care Insurance Advertising
Project Name/Number: I08-04/I08-04

Filing at a Glance

Company: Metropolitan Life Insurance Company.

Product Name: Individual Long-Term Care Insurance Advertising SERFF Tr Num: META-125474035 State: ArkansasLH

TOI: LTC03I Individual Long Term Care SERFF Status: Closed State Tr Num: 38097
Sub-TOI: LTC03I.001 Qualified Co Tr Num: I08-04 State Status: Closed
Filing Type: Advertisement Co Status: Reviewer(s): Harris Shearer
Author: Mary Rinaldi Disposition Date: 05/14/2008
Date Submitted: 02/06/2008 Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: I08-04 Status of Filing in Domicile: Authorized
Project Number: I08-04 Date Approved in Domicile:
Requested Filing Mode: Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 05/14/2008
State Status Changed: 05/14/2008 Deemer Date:
Corresponding Filing Tracking Number:
Filing Description:
Re: MetLife Filing No. I08-04
Metropolitan Life Insurance Company ("MetLife")
Individual Long-Term Care Insurance Advertising
NAIC Company No. 65978 - FEIN No. 13-5581829

We are requesting your Department extend the advertising materials approval for use with policy form LTC2007 .

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PLEASE refer to the submission cover letter as this is not a typical advertising submission.

Sincerely,
 Mary J. Rinaldi

Company and Contact

Filing Contact Information

Mary Rinaldi, Consultant- Compliance mrinaldi@metlife.com
 MKTG/AD
 Green Farms Road (203) 221-3859 [Phone]
 Westport, CT 06880

Filing Company Information

Metropolitan Life Insurance Company. CoCode: 65978 State of Domicile: New York
 1MetLife Plaza Group Code: -99 Company Type: Life
 Long Island City, NY 11101-4015 Group Name: State ID Number:
 (111) 111-1111 ext. [Phone] FEIN Number: 13-5581829

Filing Fees

Fee Required? No
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Metropolitan Life Insurance Company.	\$0.00	02/06/2008	

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Harris Shearer	05/14/2008	05/14/2008

SERFF Tracking Number: *META-125474035* *State:* *Arkansas*
Filing Company: *Metropolitan Life Insurance Company.* *State Tracking Number:* *38097*
Company Tracking Number: *I08-04*
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Individual Long-Term Care Insurance Advertising*
Project Name/Number: *I08-04/I08-04*

Disposition

Disposition Date: 05/14/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Supporting Document	cover letter		Yes

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Rate Information

Rate data does NOT apply to filing.

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Supporting Document Schedules

Review Status:

Satisfied -Name: cover letter

02/06/2008

Comments:

Submission cover letter is enclosed.

Attachment:

AR_I_Filing Letter .pdf

Metropolitan Life Insurance Company
57 Greens Farms Road, Westport, CT 06880
Tel 203 221-3859 Fax 203 221-6573
Mrinaldi@metlife.com



Mary J. Rinaldi
Long-Term Care

February 5, 2008

Commissioner of Insurance
Arkansas Insurance Department
1200 West 3rd Street
Little Rock, Arkansas 72201-1904

Re: Filing No. I08-04
Metropolitan Life Insurance Company ("MetLife")
Individual Long-Term Care Insurance Advertising
NAIC Company No. 65978 - FEIN 13-5581829

Advertising Form Number	Brief Description of Invitation to Inquire Advertising Material	Department Approval Date	MetLife Filing Number
ADF#1606.05	Letter K – Announcement of Program	March 6, 2006	NA
ADF#1607.05	Letter L – Reminder	March 6, 2006	NA
ADF#1724.06	New Hire Flyer	July 6, 2007	I07-02
ADF#1740.06	Email #6 – Family Eligible	June 11, 2007	I07-23
ADF#1743.06	Email #2 – You're not too young	June 11, 2007	I07-23
ADF#1746.06	Get the Facts – What is LTC?	July 6, 2007	I07-02

Advertising Form Number	Brief Description of Institutional Advertising Material	Department Approval Date	MetLife Filing Number
ADF#1733.06	Multi-Life Communication Pictogram	January 22, 2007	I06-26

Dear Sir/Madam:

The above-referenced advertising materials have been approved for use with the following Individual long-term care insurance policy forms LTC2-IDEAL-AR, LTC2-PREM- AR, LTC2-VAL- AR, LTC2-FAC-AR approved by your Department approved on January 13, 2005.

We are requesting that your Department extend the advertising materials approval for use with policy form LTC2007-AR. Your Department approved policy form LTC2007-AR on August 17, 2007.

Please advise us of your action on this submission in accordance with your usual procedures.

If you have any questions or comments, please do not hesitate to contact me.

Sincerely,

Mary J. Rinaldi
Consultant-Compliance Marketing/AD