

SERFF Tracking Number: AMRP-126452556 State: Arkansas  
Filing Company: American Republic Corp Insurance Company State Tracking Number: 44542  
Company Tracking Number: 09AR0529  
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other  
Product Name: MDI Mailer with free gift  
Project Name/Number: MDI Mailer with free gift/09AR0529

## Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: MDI Mailer with free gift SERFF Tr Num: AMRP-126452556 State: Arkansas  
TOI: MS06 Medicare Supplement - Other SERFF Status: Closed-Filed State Tr Num: 44542  
Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: 09AR0529 State Status: Filed-Closed  
Other

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Susan Falk, Michele  
Kulish Danielson, Andrea Davey,  
Kerin Overturf, Brandy Horton

Disposition Date: 01/28/2010

Date Submitted: 01/12/2010

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: MDI Mailer with free gift  
Project Number: 09AR0529  
Requested Filing Mode: Review & Approval  
Explanation for Combination/Other:  
Submission Type: New Submission  
Overall Rate Impact:  
Filing Status Changed: 01/28/2010

Status of Filing in Domicile: Authorized  
Date Approved in Domicile:  
Domicile Status Comments:  
Market Type: Individual  
Group Market Size:  
Group Market Type:  
Explanation for Other Group Market Type:  
State Status Changed: 01/28/2010  
Created By: Kerin Overturf  
Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Kerin Overturf

Filing Description:

Re Individual Medicare Supplement Advertising

Z-2558 and Z-2559

We are enclosing the above referenced forms for your review and approval. These forms are new and are not intended to replace any form currently in use. This letter is a lead generating device and will be used in the solicitation of our Individual Medicare Supplement plans.

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We hope you will find these forms satisfactory. If you have any questions, or if I can be of assistance during the review process, please feel free to contact me at 1-800-247-2190, ext. 2064.

Thank you.

## Company and Contact

### Filing Contact Information

Kerin Overturf, kerin.overturf@americanenterprise.com  
 601 6th Ave 515-245-2064 [Phone]  
 Des Moines, IA 50334 515-247-2469 [FAX]

### Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska  
 P O Box 2780 Group Code: 3527 Company Type: Life and Health  
 Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:  
 (800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

## Filing Fees

Fee Required? Yes  
 Fee Amount: \$50.00  
 Retaliatory? Yes  
 Fee Explanation: 2 advertisements @ \$25.00 per form = \$50.00  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	01/12/2010	33474960

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	01/28/2010	01/28/2010

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*Product Name:* MDI Mailer with free gift  
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## **Disposition**

Disposition Date: 01/28/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Form</b>	Letter	Filed	Yes
<b>Form</b>	Buckslip	Filed	Yes

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## Form Schedule

### Lead Form Number: Z-2558

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 01/28/2010	Z-2558	Advertising	Letter	Initial			Z-2558 bracketed.pdf
Filed 01/28/2010	Z-2559	Advertising	Buckslip	Initial			Z-2559 bracketed.pdf

[John Q. Sample]: As a Medicare beneficiary, it's important for you to understand the limitations of your Medicare coverage. It may be even more important to understand your options for paying your portion of the costs not covered by Medicare.

**This is an offer for FREE information, with absolutely no obligation.**

 **American Republic Corp**  
Insurance Company  
11808 Grant Street  
Omaha, Nebraska 68164

The **FREE information** offered here could help you **save thousands of dollars** on many of the out-of-pocket expenses not covered by Medicare.

**Call now to get your FREE information kit, and you'll also receive a FREE GIFT, with absolutely no obligation.**

**[1-800-000-0000]**

<Or visit [www.ar-medicare.com](http://www.ar-medicare.com) and enter Priority Code: 00000>



Dear John Q. Sample,

As a Medicare beneficiary, you probably know that Medicare, alone, doesn't pay for all of your medical expenses. You are responsible to pay the portion of the costs not covered by Medicare.

If you don't have a plan for paying the costs not covered by Medicare—or if you're paying too much for your current coverage, this FREE INFORMATION could provide the solution you need.

**Just call [1-800-000-0000] to get your American Republic Corp Insurance Company (American Republic Corp) FREE Information Kit with absolutely no obligation.**

**You'll also get a FREE GIFT just for requesting this FREE INFORMATION.**

Your American Republic Corp FREE Information Kit not only will explain some of the limitations of Medicare that you may not be aware of ... it also will give you details about affordable coverage that can give you the peace of mind you deserve—while providing the additional coverage you need.

Consider this: Medicare requires that you pay a Part A hospital deductible of [\$1,100] out of your own pocket for charges incurred during the first 60 days of hospitalization. That's just the start.

**Maybe you can afford those out-of-pocket costs.  
But even if you can, why should you?**

Because Medicare pays only a portion of your doctor and hospital bills, chances are you'll want to over, please ...

**The FASTEST WAY to get your FREE Information Kit is to call toll free:**

**[1-800-000-0000]**

8 a.m. to 7 p.m., Mon. – Fri. CT

Or visit [www.ar-medicare.com](http://www.ar-medicare.com) and enter Priority Code: 00000

Z-2558

42491-03

**Call today, or return this form to request your FREE information kit.**

[John Q. Sample  
1234 Any Street  
2nd Line Address  
Anywhere, U.S.A. 12345-6789]

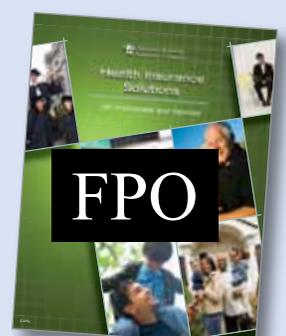
Phone No.: (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Your personal information will be kept confidential.  
A sales representative may call.

Z-2558 RC

**YES!** Send my  
**American Republic  
Corp FREE  
information kit,  
with no obligation.**



 **American Republic Corp**  
Insurance Company

consider additional coverage. And when it comes to Medicare Supplement insurance plans, every company offers you a selection from the SAME group of standardized plans. The differences are often found in their plan rates, the level of service they provide, and how responsive they are to your specific needs.

**When you have an American Republic Corp Medicare Supplement plan ...**

- **You'll have the freedom** to keep your current doctor, there are no referrals and no networks.
- **You'll get additional coverage** for many of the expenses that Medicare does not pay.
- **You'll have a choice** of plans that fits your needs ... and your budget. Our rates are among the lowest Medicare Supplement rates.

**The first step is to get the information you need to compare your options.  
It's FREE. It's EASY. And there is absolutely no obligation.**

Once you get your FREE INFORMATION KIT, you can look it over, at your leisure, in the privacy of your home. Compare the advantages of American Republic Corp to other plans you may be considering, and make the choice that's right for you.

Please call [1-800-000-0000] today to get your American Republic Corp Medicare Supplement FREE Information Kit. I look forward to hearing from you.

Sincerely,



Brad Lindemann  
Vice President

**P.S. If you call today to get this FREE INFORMATION, you'll also get a FREE GIFT.**

The 15-piece Handyman Tool Kit is perfect to keep in the kitchen or carry in the glove compartment. And it's yours, absolutely FREE and with no obligation, just for requesting your American Republic FREE Information Kit.

**American Republic Corp Insurance Company is a wholly owned subsidiary of American Republic Insurance Company, which was established in 1929.**

Not connected with or endorsed by the U.S. government or the federal Medicare program. This is a solicitation of insurance and a representative may contact you.

© [2010] American Republic Corp Insurance Company, 11808 Grant St., Omaha, NE 68164, [1-866-705-9100].

® American Republic and double eagle logo are registered marks owned by American Republic Insurance Company. Plan availability varies by state. Rates based on attained age (except in AR and MO). In KS, MO, MS, NC, OK, OR, PA, SD, TX and WI, Medicare Supplement coverage is available to qualified Medicare beneficiaries under age 65. Call today for more information about the benefits, costs and limits.

Policy Form: C-1026, C-1024; in MO, C-1026MO, C-1024MO; in NC, C-1026NC, C-1024NC; in PA, C-1026PA, C-1024PA; in WI, C-1000 Endorsements C-1001-C1005.

Z-2558

[19 114 3228 0110 US]

**Call today to get this FREE INFORMATION and you'll get this 15-piece Handy-man tool kit—FREE—just for responding**

**[1-800-000-0000]** 8 a.m. to 7 p.m., Mon. – Fri.

**There is NO OBLIGATION.**



**Get this FREE GIFT just for requesting FREE information.**

**It's EASY to grab the right tool for the job with your  
FREE 15-Piece "Handy Man" Tool Kit.**

Your FREE "Handy Man" Tool Kit includes:

- 5 durable screwdriver bits (3 Phillips, 2 flathead) to tackle household fix-it projects
- Easy-grip socket driver with 5 sturdy socket heads
- Convenient screwdriver and socket adapter does double-duty to minimize the tools you'll need
- Rugged case stands up to everyday use to keep everything right where you need it



**15-Piece  
"Handy Man"  
Tool Kit**

**You Keep Your FREE "Handy Man" Tool Kit – no matter what.**

**CALL [1-800-000-0000]** <or visit [www.ar-medicare.com](http://www.ar-medicare.com) and  
enter your Priority Code.>

Please allow 4 – 6 weeks for delivery.

Z-2559

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