

SERFF Tracking Number: UNAM-126897286 State: Arkansas
Filing Company: Pennsylvania Life Insurance Company State Tracking Number: 47276
Company Tracking Number: PL-ALLTRAD-FLY PH 10 DM GN
TOI: H21 Health - Other Sub-TOI: H21.000 Health - Other
Product Name: Tradition Multi Flyer
Project Name/Number: /

Filing at a Glance

Company: Pennsylvania Life Insurance Company

Product Name: Tradition Multi Flyer

SERFF Tr Num: UNAM-126897286 State: Arkansas

TOI: H21 Health - Other

SERFF Status: Closed-Approved-
Closed State Tr Num: 47276

Sub-TOI: H21.000 Health - Other

Co Tr Num: PL-ALLTRAD-FLY PH 10 DM GN
State Status: Approved-Closed

Filing Type: Form

Reviewer(s): Rosalind Minor
Author: Holly Parenti
Date Submitted: 11/09/2010
Disposition Date: 11/18/2010
Disposition Status: Approved-
Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name:

Status of Filing in Domicile:

Project Number:

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

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: 11/18/2010

Explanation for Other Group Market Type:

State Status Changed: 11/18/2010

Deemer Date:

Created By: Holly Parenti

Submitted By: Holly Parenti

Corresponding Filing Tracking Number:

PPACA: Not PPACA-Related

Filing Description:

Form(s)

PL-AllTrad-Fly Ph 10 DM GN

PL-AllTrad-FlySmr 10 DM GN

Dear Sir or Madam:

We submit the above form for your review and approval. This advertising material will be used for our Life Insurance

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forms, PL-LDBWL 09 (approved – 11/24/08), Cancer Insurance forms, PL-C1 (08) (approved 1/2/09), Hospital Indemnity Insurance forms, PL-HI4 (08) (approved – 7/24/09) and Dental Insurance forms, PLDEN 09 (approved – 11/30/09).

We consider this advertisement a flyer for our Multi Line of Insurance Policies approved by your Department.

If additional information is needed, please contact me at 800-538-1053 ext. 4104522 or hparenti@uafc.com

Company and Contact

Filing Contact Information

Holly Parenti, hparenti@uafc.com
 P.O. Box 958465 407-628-1776 [Phone] 8531 [Ext]
 Lake Mary, FL 32795-8465

Filing Company Information

Pennsylvania Life Insurance Company	CoCode: 67660	State of Domicile: Pennsylvania
1001 Heathrow Park Lane	Group Code: 953	Company Type:
Suite 5001	Group Name:	State ID Number:
Lake Mary, FL 32746	FEIN Number: 23-1305366	
(407) 995-8000 ext. [Phone]		

Filing Fees

Fee Required?	Yes
Fee Amount:	\$100.00
Retaliatory?	No
Fee Explanation:	\$50.00 per ad (2 ads)
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Pennsylvania Life Insurance Company	\$100.00	11/09/2010	41692862

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Rosalind Minor	11/18/2010	11/18/2010

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Disposition

Disposition Date: 11/18/2010

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification	Approved-Closed	Yes
Supporting Document	Application	Approved-Closed	Yes
Supporting Document	Health - Actuarial Justification	Approved-Closed	Yes
Supporting Document	Outline of Coverage	Approved-Closed	Yes
Supporting Document	PPACA Uniform Compliance Summary	Approved-Closed	Yes
Form	Advertisement Flyer	Approved-Closed	Yes
Form	Advertisement Flyer	Approved-Closed	Yes

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Form Schedule

Lead Form Number: PL-AllTrad-Fly Ph 10 DM GN

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Approved-Closed	PL-AllTrad-Fly Ph 10	Advertising	Advertisement Flyer	Initial			PL-AllTrad-Fly Ph 10 DM.pdf
Approved-Closed	PL-AllTrad-FlySmr 10	Advertising	Advertisement Flyer	Initial			PL-AllTrad-FlySmr 10 DM GN.pdf



PENNSYLVANIA
LIFE INSURANCE CO.

Helping you find health insurance that fits your needs.

Americans are living longer than ever before. Today, Americans are likely to spend more years in retirement than their parents which means they may not have access to life and health insurance coverage usually provided by an employer during this period.

That's where we can help. We've long been providing insurance solutions that help meet the needs of Americans.

We offer a number of life and health insurance solutions:

- **Life Insurance***: Provides benefits for final expenses, such as funeral and burial costs. *Policy Form Series PL-LDBWL 09.*
- **Senior Dental Insurance***: Dental coverage that is specially designed for seniors. *Policy Form Series PL-DEN 09.*
- **Hospital Indemnity Insurance***: Designed to help cover the rising cost of hospital confinement. *Policy Form Series PL-HI4 (08).*
- **Cancer Insurance***: Our Cancer Insurance policy offers a lump-sum benefit in the event of a cancer diagnosis. **THIS IS A LIMITED BENEFIT POLICY.** *Policy Form Series PL-C1 (08).*



To learn more, please call:

**Not all products available in all states.*

These policies have exclusions, limitations and reductions. For cost and complete details of the coverage, call your insurance agent or the company.



A Healthy Collaboration™

*This is a solicitation for insurance.
A licensed agent may call you.*



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- **Life Insurance***: Provides benefits for final expenses, such as funeral and burial costs. *Policy Form Series PL-LDBWL 09.*
- **Senior Dental Insurance***: Dental coverage that is specially designed for seniors. *Policy Form Series PL-DEN 09.*
- **Hospital Indemnity Insurance***: Designed to help cover the rising cost of hospital confinement. *Policy Form Series PL-HI4 (08).*
- **Cancer Insurance***: Our Cancer Insurance policy offers a lump-sum benefit in the event of a cancer diagnosis. **THIS IS A LIMITED BENEFIT POLICY.** *Policy Form Series PL-C1 (08).*

You're invited to attend a seminar to learn more about these solutions.



**Not all products available in all states.*

These policies have exclusions, limitations and reductions. For cost and complete details of the coverage, call your insurance agent or the company.



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Supporting Document Schedules

	Item Status:	Status Date:
Bypassed - Item: Flesch Certification Bypass Reason: N/A - This is for an advertisement. Comments:	Approved-Closed	11/18/2010
Bypassed - Item: Application Bypass Reason: N/A - This is for an advertisement. Comments:	Approved-Closed	11/18/2010
Bypassed - Item: Health - Actuarial Justification Bypass Reason: N/A - This is for an advertisement. Comments:	Approved-Closed	11/18/2010
Bypassed - Item: Outline of Coverage Bypass Reason: N/A - This is for an advertisement. Comments:	Approved-Closed	11/18/2010
Bypassed - Item: PPACA Uniform Compliance Summary Bypass Reason: N/A - This is for an advertisement. Comments:	Approved-Closed	11/18/2010