

SERFF Tracking Number: AMRP-126506289 State: Arkansas
Filing Company: American Republic Corp Insurance Company State Tracking Number: 44911
Company Tracking Number: 09AR0536
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
Standard Plans 2010
Product Name: Plan F Newspaper Ad
Project Name/Number: Plan F Newspaper Ad/09AR0536

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Plan F Newspaper Ad SERFF Tr Num: AMRP-126506289 State: Arkansas
TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed State Tr Num: 44911
Standard Plans 2010
Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0536 State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Disposition Date: 03/17/2010
Authors: Andrea Davey, Kerin Overturf, Brandy Horton
Date Submitted: 02/18/2010 Disposition Status: Filed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Plan F Newspaper Ad Status of Filing in Domicile: Authorized
Project Number: 09AR0536 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: 03/17/2010 Explanation for Other Group Market Type:
State Status Changed: 03/17/2010
Created By: Andrea Davey
Deemer Date: Corresponding Filing Tracking Number:
Submitted By: Andrea Davey
Filing Description:
Re: Individual Medicare Supplement Advertising

Z-2553

We are enclosing the above referenced form for your review and approval. This forms is new and is not intended to replace any form currently in use. This ad will be used in the solicitation of our Individual Medicare Supplement plans. The ad will be used in different layouts and colors, but the copy will remain the same.

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We hope you will find this form 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. 2006.

Thank you.

Company and Contact

Filing Contact Information

Andrea Davey, andrea.davey@americanenterprise.com
 601 6th Ave 515-245-2006 [Phone]
 Des Moines, IA 50334 515-245-2391 [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: 1 filing @ \$50/filing = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	02/18/2010	34283478

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	03/17/2010	03/17/2010

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Disposition

Disposition Date: 03/17/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	Plan F Newspaper Ad	Filed	Yes

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Form Schedule

Lead Form Number: Z-2553

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 03/17/2010	Z-2553	Advertising Plan F Newspaper Ad	Initial			Z-2553 Bracketed.pdf

ATTN: Medicare Participants

Who wants to send **SMALLER** checks for their Medicare coverage?



Due to recent changes in Medicare, Plan F coverage from American Republic Corp Insurance Company delivers one of the best values for Americans over age 65.

- See the doctor of your choice
- Medicare deductibles, copayments & prescription drug coinsurance are 100% covered
- Excess charges (*where the doctor or hospital bills more than Medicare allows*) are 100% covered.*

But here's where this program really stands out:

This Plan F program starts with economical rates. Then it helps you pay even less with a special preferred health discount. And finally, it helps drive costs even LOWER with one of the best couples discounts available.

Could you pay less for this exceptional Medicare value? Call [(XXX) XXX-XXXX] today and let me tell you more about the benefits, costs and limits.



[Agent Name]
[Phone Number]

* Up to any charge limitations established by state or federal law.

Not connected with or endorsed by the United States government or the federal Medicare program.

This is a solicitation of insurance and an agent may contact you. In CO, IL, KS, MO, MS, OK, OR, PA, SD and TX, coverage is available to qualified Medicare beneficiaries under age 65.

© [2010] American Republic Corp Insurance Company, Omaha, Nebraska 68164, [1-866-705-9100]

Forms: A-3101AC; in MO, A-3101AC-MO; in OK, A-3101AC-OK; in PA, A-3101AC-PA; in TN, A-3101AC-TN