

SERFF Tracking Number: AMRP-126602519 State: Arkansas
Filing Company: American Republic Corp Insurance Company State Tracking Number: 45525
Company Tracking Number: 09AR0558
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
Standard Plans 2010
Product Name: Plan F Door Hangers
Project Name/Number: Plan F Door Hangers/09AR0558

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Plan F Door Hangers SERFF Tr Num: AMRP-126602519 State: Arkansas
TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 45525
Standard Plans 2010 Closed
Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0558 State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Disposition Date: 04/28/2010
Authors: Andrea Davey, Kerin Overturf
Date Submitted: 04/28/2010 Disposition Status: Filed-Closed
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: Plan F Door Hangers Status of Filing in Domicile: Authorized
Project Number: 09AR0558 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: 04/28/2010 Explanation for Other Group Market Type:
State Status Changed: 04/28/2010
Created By: Andrea Davey
Deemer Date: Corresponding Filing Tracking Number:
Submitted By: Andrea Davey
Filing Description:
Re Individual Medicare Supplement Advertising

Z-2599 & Z-2600

We are enclosing the above referenced form for your review and approval. This form is new and is 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 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: \$100.00
 Retaliatory? Yes
 Fee Explanation: \$50/advertisement x 2 = \$100
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$100.00	04/28/2010	36014425

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/28/2010	04/28/2010

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Disposition

Disposition Date: 04/28/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

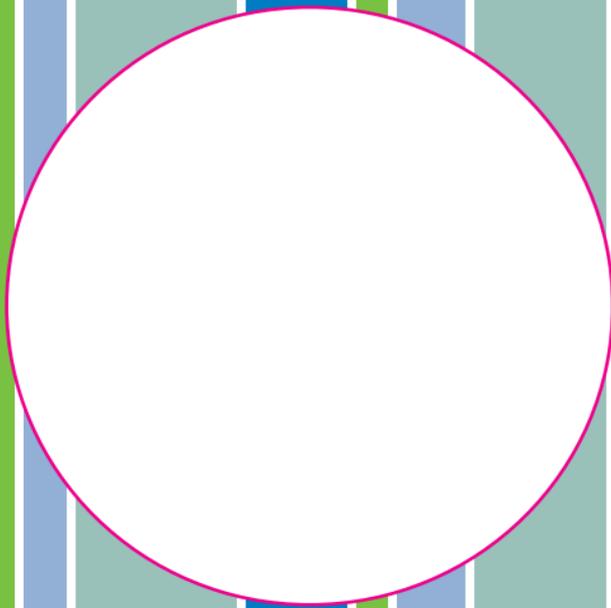
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Form Schedule

Lead Form Number: Z-2599

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 04/28/2010	Z-2599	Advertising SMGM Hanger	Initial			Z-2599 Bracketed.pdf
Filed 04/28/2010	Z-2600	Advertising Couples Hanger	Initial			Z-2600 Bracketed.pdf

Attention Medicare Beneficiaries!



Now you can

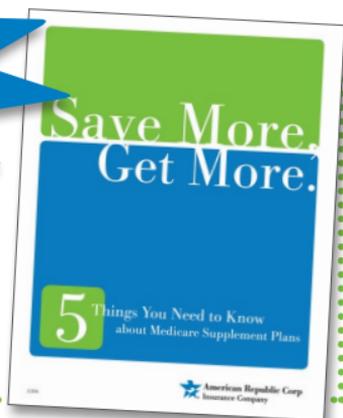
Save More and Get More

Plan F Medicare Supplement Insurance features:

- **No copays and no deductibles.** Unlike some Medicare plans, Medicare Supplement plans have no copays. Plan F covers the Parts A and B deductibles and coinsurance.
- **Two money-saving discounts** available
 - Preferred rates for good health¹
 - Couples discount simply for being part of a couple²
- **Freedom of choice** in doctors and hospitals

GET YOUR FREE COPY TODAY!

I've reserved your copy of *Save More, Get More: Five Things You Need to Know about Medicare Supplement Plans.*



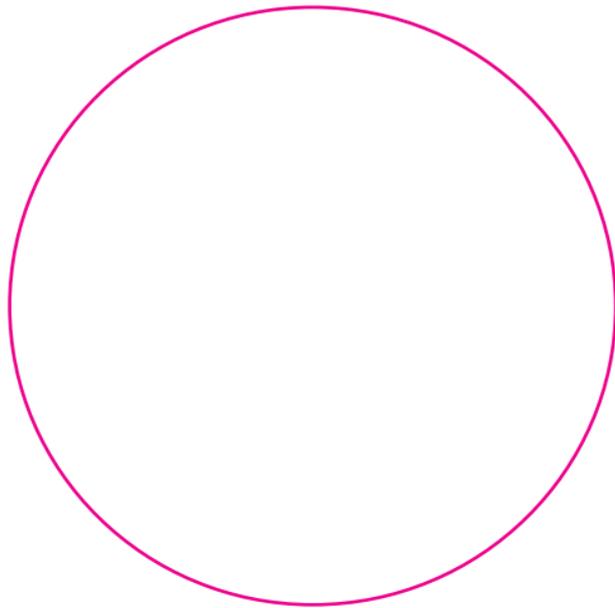
Your copy of *Save More, Get More* will help you compare what you *have* with what you *need*. Ask yourself:

- Could my plan be more affordable?
- Am I free from unexpected medical bills?
- Do I have extra coverage to help me stay well or recover?

Call today to find out how you can Save More and Get More.



**American Republic Corp
Insurance Company**



1. In ND and TX, preferred rate is for non-tobacco users.

2. A couple is defined as two people living in the same household, regardless of sex, who are recognized as being legally married, married under common law, or having a civil union.

Not connected with or endorsed by the U.S. government or the federal Medicare program.

American Republic Corp Insurance Company is a wholly owned subsidiary of American Republic Insurance Company which was established in 1929. 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. In ND, please ask for details about Medicare Supplement Plans A, F, K and L. Call today for more information about the benefits, costs and limits.

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Policy Form: A-3101AC; in MO, A-3101AC-MO; in NC, A-3101AC-NC; in OK, A-3101AC-OK; in OR, A-3101AC-OR; in PA, A-3101AC-PA; in TN, A-3101AC-TN

Z-2599

[17 114 3286 0510 US]



Part of a Couple? Save up to 16%!

Freedom Solutions Plan F from American Republic Corp Insurance Company offers the most comprehensive Medicare Supplement coverage available ... at one of the best prices on the market. First it starts with economical rates designed to be easy on your budget. Then we offer you two additional discounts...

1. **Couples discount**¹ – save up to 16% simply for being part of a couple – regardless of whether both of you request coverage or not.
2. **Preferred rates**² – get a special preferred discount if you're in good health.

And best of all, once approved for the discount, you'll continue to save even if your health or circumstances change over the years.

**CALL ME TODAY
FOR ADDITIONAL
INFORMATION**



To lock in your discounted rate, just give me a call.
**As your local agent, I can tell you more
about benefits, costs and limitations.**

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