

SERFF Tracking Number: BNLA-126571052 State: Arkansas  
Filing Company: Colonial Penn Life Insurance Company State Tracking Number: 45358  
Company Tracking Number: CPL-04-B010  
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010  
Product Name: Medicare supplement  
Project Name/Number: Colonial Penn General Publication Ads/CPL-04-B010

## Filing at a Glance

Company: Colonial Penn Life Insurance Company

Product Name: Medicare supplement SERFF Tr Num: BNLA-126571052 State: Arkansas  
TOI: MS09 Medicare Supplement - Other 2010 SERFF Status: Closed-Filed State Tr Num: 45358  
Sub-TOI: MS09.000 Medicare Supplement Co Tr Num: CPL-04-B010 State Status: FEES PAID  
Other 2010

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler  
Author: Kyle Seely Disposition Date: 04/09/2010  
Date Submitted: 04/05/2010 Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Colonial Penn General Publication Ads  
Project Number: CPL-04-B010  
Requested Filing Mode: Review & Approval

Status of Filing in Domicile: Pending  
Date Approved in Domicile:  
Domicile Status Comments: Filed concurrently  
in domicile.

Explanation for Combination/Other:  
Submission Type: New Submission  
Overall Rate Impact:  
Filing Status Changed: 04/09/2010

Market Type: Individual  
Group Market Size:  
Group Market Type:  
Explanation for Other Group Market Type:  
State Status Changed: 04/06/2010

Deemer Date:

Submitted By: Kyle Seely

Created By: Kyle Seely

Filing Description:

Corresponding Filing Tracking Number:

Please see attached cover letter.

## Company and Contact

### Filing Contact Information

Kyle Seely, Advertising Compliance Analyst kyle\_seely@conseco.com  
600 West Chicago Ave 317-817-4669 [Phone] 74669 [Ext]  
Chicago, IL 60654-2800 317-817-4155 [FAX]

### Filing Company Information

SERFF Tracking Number: BNLA-126571052 State: Arkansas  
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 Colonial Penn Life Insurance Company CoCode: 62065 State of Domicile: Pennsylvania  
 Adm. Address: 600 West Chicago Ave Group Code: 233 Company Type:  
 Chicago, IL 60654-2800 Group Name: State ID Number:  
 (312) 396-6000 ext. [Phone] FEIN Number: 23-1628836

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**Filing Fees**

Fee Required? Yes  
 Fee Amount: \$250.00  
 Retaliatory? No  
 Fee Explanation: AR fee = \$50.00 per ad. 5 ads = \$250.00  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Colonial Penn Life Insurance Company	\$250.00	04/05/2010	35402178

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	04/09/2010	04/09/2010

*SERFF Tracking Number:*      *BNLA-126571052*                      *State:*                      *Arkansas*  
*Filing Company:*              *Colonial Penn Life Insurance Company*              *State Tracking Number:*      *45358*  
*Company Tracking Number:*      *CPL-04-B010*  
*TOI:*                      *MS09 Medicare Supplement - Other 2010*              *Sub-TOI:*                      *MS09.000 Medicare Supplement Other 2010*  
*Product Name:*              *Medicare supplement*  
*Project Name/Number:*      *Colonial Penn General Publication Ads/CPL-04-B010*

## **Disposition**

Disposition Date: 04/09/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.



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## Form Schedule

### Lead Form Number: CPL 04-B010

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 04/09/2010	CPL 04-B010	Advertising	General publication ad #1	Initial			CPL 04-B010.pdf
Filed 04/09/2010	CPL 04-B011	Advertising	General publication ad #2	Initial			CPL 04-B011.pdf
Filed 04/09/2010	CPL 04-B019	Advertising	General publication ad #3	Initial			CPL 04-B019.pdf
Filed 04/09/2010	CPL 04-B025	Advertising	General publication ad #4	Initial			CPL 04-B025.pdf
Filed 04/09/2010	CPL 17257	Advertising	General publication ad #5	Initial			CPL 17257.pdf

When using ads:

1. **Do not change text in any way!** Only text in [brackets] may be changed.
2. The ad number must be printed in the lower left of the ad.
3. Supply publication with photo.
4. Request a proof and check it over carefully. *Any copy mistakes or changes that result in fines are your responsibility!*
5. When using FSP Accounts for payment, request a full page tear sheet for each day ad ran.



**BANKERS**  
LIFE AND CASUALTY COMPANY

For the life of  
your retirement

In the insurance Business since 1879, we offer:

- Medicare Supplement Insurance
- Long-Term Care Insurance
- Home Health Care Insurance
- Annuities / Life Insurance

Agent  
photo  
optional

[agent name]  
Licensed Insurance Agent  
**[phone number]**  
[variable branch address]

Medicare Supplement Plans are underwritten by Colonial Penn Life Insurance Company, an affiliate of Bankers Life and Casualty Company. Colonial Penn Life Insurance Company, Bankers Life and Casualty Company and their licensed agents are not affiliated with or sponsored by the US Government or the Federal Medicare Program.  
CPL 04-B010

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## *Don't Keep Me A Secret*

Please pass my name to anyone you know who may benefit from my services. I could use your help just as many seniors could use mine!

- Medicare Supplement Insurance
- Long Term Care Insurance
- Life Insurance
- Annuities

[agent name]  
Licensed Agent  
**[phone number]**

Agent Photo



**BANKERS**  
LIFE AND CASUALTY COMPANY

For the life of  
your retirement

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CPL 04-B011

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*Turning Age 65 Soon?*

*Don't Do A Thing About Medicare  
Supplement Insurance Until You Talk  
With Me.*

**Make a fully informed decision.**

Agent  
photo  
optional

[agent name]  
Licensed Insurance Agent  
**[phone number]**



**COLONIAL PENN  
LIFE INSURANCE COMPANY**  
An affiliate of Bankers Life and Casualty Company

Medicare Supplement Plans are underwritten by Colonial Penn Life Insurance Company, an affiliate of Bankers Life and Casualty Company. Colonial Penn Life Insurance Company, Bankers Life and Casualty Company and their licensed agents are not affiliated with or sponsored by the US Government or the Federal Medicare Program.

CPL 04-B019

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3. Supply publication with photo.
4. Request a proof and check it over carefully. *Any copy mistakes or changes that result in fines are your responsibility!*
5. When using FSP Accounts for payment, request a full page tear sheet for each day ad ran.

## INSURANCE

Bankers Life and Casualty Company  
*For the life of your retirement*

**[agent name]**  
Licensed Insurance Agent

Long Term Care Insurance  
Medicare Supplement Insurance  
Life Insurance – Annuities

**[phone number]**  
**[branch address]**

Medicare Supplement Plans are underwritten by Colonial Penn Life Insurance Company, an affiliate of Bankers Life and Casualty Company. Colonial Penn Life Insurance Company, Bankers Life and Casualty Company and their licensed agents are not affiliated with or sponsored by the US Government or the Federal Medicare Program.  
CPL 04-B025

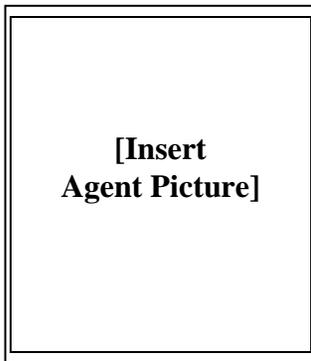
Has **Medicare** got you confused or frustrated?

Are you concerned with the **rising costs of healthcare**?

Do you worry about **Long-Term Care** costs should the need arise?

Are you **unprotected** from life's unforeseen times of trouble, **cancer, disability, unexpected hospitalizations, etc**?

If the answer to any of these questions is **YES**, we can **HELP!**



**[Agent Name]**

*Licensed Insurance Agent*

**[Bankers Branch Office Address]**

**[Email address]**

**Phone: [xxx-xxx-xxxx]**

***Our Goal: To help you to reach YOUR GOALS – Adequate  
Healthcare, Independence, Peace of Mind and most of all  
Security in Retirement!***

*Medicare Supplement Plans are underwritten by Colonial Penn Life Insurance Company, an affiliate of Bankers Life and Casualty Company. Colonial Penn Life Insurance Company, Bankers Life and Casualty Company and their licensed agents are not affiliated with or sponsored by the US Government or the Federal Medicare Program.*

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## Supporting Document Schedules

		<b>Item Status:</b>	<b>Status</b>
<b>Satisfied - Item:</b>	Cover Letter	Filed	<b>Date:</b> 04/09/2010
<b>Comments:</b>			
<b>Attachment:</b>			
CPL Cover AR.pdf			

# Colonial Penn Life Insurance Company

Home Office: 399 Market Street • Philadelphia, PA 19181

April 5, 2010

State of Arkansas  
Department of Insurance  
1200 West Third St.  
Little Rock, AR 72201-1904

**COMPANY: COLONIAL PENN LIFE INSURANCE COMPANY**

FEIN # 23-1628836 NAIC # 233-62065

**RE: Advertising Forms: CPL 04-B010; CPL 04-B011; CPL 04-B019; CPL 04-B025; CPL 17257**

Dear Sir or Madam:

We are submitting the above referenced advertisement as required by your state. These are new ads and not intended to replace any other form

These ads advertising Colonial Penn Life Insurance Company's Medicare supplement policies are intended for use by agents in general publications such as newspapers, local ad circulars, or other local print media. These are institutional advertisements intended to raise awareness of Colonial Penn as an issuer of Medicare supplement products, as well as Bankers Life and Casualty as an issuer of long-term care and life and annuity products. All Colonial Penn agents are also licensed Bankers agents. All Medicare supplement policies marketed are underwritten by Colonial Penn. All long-term care or life/annuity products marketed are underwritten by Bankers Life and Casualty.

Information bracketed as "variable" on these forms includes the marketing agent's name, phone number, branch office address and, on form CPL 17257, e-mail address.

Thank you for your attention to this filing. If you have any questions or need any additional information, please contact me.

Sincerely,



Kyle R. Seely  
Advertising Compliance Analyst  
800-888-4918 ext. 74669  
e-mail: Kyle\_seely@conseco.com

Administrative Office: 600 West Chicago Ave • Chicago, IL 60654-2800