

SERFF Tracking Number: GRJR-126584078 State: Arkansas  
Filing Company: The Cincinnati Life Insurance Company State Tracking Number: 45415  
Company Tracking Number: CLI84360110DI  
TOI: H21 Health - Other Sub-TOI: H21.000 Health - Other  
Product Name: Form CLI-8436, Protect your most important asset...you  
Project Name/Number: Point of Sale Advertising/Point of Sale Advertising

## Filing at a Glance

Company: The Cincinnati Life Insurance Company

Product Name: Form CLI-8436, Protect your most important asset...you SERFF Tr Num: GRJR-126584078 State: Arkansas

TOI: H21 Health - Other

SERFF Status: Closed-Filed-Closed

State Tr Num: 45415

Sub-TOI: H21.000 Health - Other

Co Tr Num: CLI84360110DI

State Status: Filed-Closed

Filing Type: Form

Reviewer(s): Rosalind Minor

Authors: Jennifer Henley, Deborah Naegele, Karen Eichler, Cindy

Traurig

Disposition Date: 04/19/2010

Date Submitted: 04/14/2010

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Point of Sale Advertising

Status of Filing in Domicile: Not Filed

Project Number: Point of Sale Advertising

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: 04/19/2010

Explanation for Other Group Market Type:

State Status Changed: 04/19/2010

Deemer Date:

Created By: Karen Eichler

Submitted By: Karen Eichler

Corresponding Filing Tracking Number:

Filing Description:

FEIN: 31-1213778

NAIC: 0244-1075

The Cincinnati Life Insurance Company

Point of Sale Advertising Piece – A & H Insurance

Form CLI-8436 (1/10), Protect your most important asset...you

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Replaces: Form CLI-8436 (1/09), Protect your most important asset...you, previously approved by your department on March 9, 2009.

For Use With: All Applicable Approved A & H Insurance Policies

Dear Madame or Sir,

The above-captioned form is being submitted for your review and approval.

The form we are filing may, at some time in the future, be converted to an electronic document. Such adaptation may slightly alter the appearance of the document but we assure that its content will not change.

This advertising material will be used to market individual life insurance to employees of an employer in worksite marketing situations. Premiums are paid by the employee through payroll deduction.

I would greatly appreciate your approval at your earliest convenience. Thank you for your usual courtesy and cooperation.

## Company and Contact

### Filing Contact Information

Karen Eichler AIS, API, Analyst karen\_eichler@cinfin.com  
P. O. Box 145496 513-870-2000 [Phone] 4386 [Ext]  
Cincinnati, OH 45250-5496 513-881-8984 [FAX]

### Filing Company Information

The Cincinnati Life Insurance Company CoCode: 76236 State of Domicile: Ohio  
6200 S. Gilmore Road Group Code: 244 Company Type:  
Fairfield, OH 45014 Group Name: State ID Number:  
(513) 870-2000 ext. 4386[Phone] FEIN Number: 31-1213778  
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## Filing Fees

Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? Yes  
Fee Explanation: 1 advertising form X \$50.00 each  
Per Company: No

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Cincinnati Life Insurance Company	\$50.00	04/14/2010	35644663

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Rosalind Minor	04/19/2010	04/19/2010

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## Disposition

Disposition Date: 04/19/2010

Implementation Date:

Status: Filed-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	Filed-Closed	Yes
Supporting Document	Application	Filed-Closed	Yes
Supporting Document	Health - Actuarial Justification	Filed-Closed	Yes
Supporting Document	Outline of Coverage	Filed-Closed	Yes
Form	Protect your most important asset...you	Filed-Closed	Yes

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## Form Schedule

### Lead Form Number: Form CLI-8436 (1/10)

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 04/19/2010	Form CLI-8436 (1/10)	Advertising	Protect your most important asset...you	Revised	Replaced Form #: Form CLI-8436 (1/09) Previous Filing #: none - paper		Form CLI-8436 (1-10).pdf



**Making Our Strength  
Your Future**



Protect  
your most  
important  
asset . . .

you

THE  
CINCINNATI LIFE INSURANCE COMPANY

## **You are a valued customer**

That's why we placed your coverage with The Cincinnati Insurance Companies. Did you know we offer life and disability insurance and annuities through The Cincinnati Life Insurance Company?

## **A company you can trust**

Cincinnati Life has grown and prospered by successfully serving policyholders for more than 20 years. Your policy comes from a company that has a high financial strength rating from A.M. Best Co., an independent provider of insurance ratings since 1899. The A.M. Best rating places Cincinnati Life among the top life insurers. Please view [www.cinfin.com](http://www.cinfin.com) for the latest financial strength ratings.

## **One agent . . . one company**

Placing your insurance with one agent and one company gives you added convenience and service. Call us today about protecting your most important asset . . . you.

**This is not a policy. For a complete statement of the coverages and exclusions, please see the policy contract. Products and riders available in most states.**



[www.cinfin.com](http://www.cinfin.com)

The Cincinnati Insurance Companies refers to an insurer group that includes The Cincinnati Life Insurance Company.

**THE  
CINCINNATI LIFE INSURANCE COMPANY**

6200 S. GILMORE ROAD, FAIRFIELD, OH 45014-5141

(8/00)

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## Supporting Document Schedules

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Flesch Certification	Filed-Closed	04/19/2010
<b>Bypass Reason:</b>	N/A - advertising filing		
<b>Comments:</b>			

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Application	Filed-Closed	04/19/2010
<b>Bypass Reason:</b>	N/A - advertising filing		
<b>Comments:</b>			

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Health - Actuarial Justification	Filed-Closed	04/19/2010
<b>Bypass Reason:</b>	N/A - advertising filing		
<b>Comments:</b>			

		<b>Item Status:</b>	<b>Status Date:</b>
<b>Bypassed - Item:</b>	Outline of Coverage	Filed-Closed	04/19/2010
<b>Bypass Reason:</b>	N/A - advertising filing		
<b>Comments:</b>			