

SERFF Tracking Number: BNLA-126774625 State: Arkansas
Filing Company: Colonial Penn Life Insurance Company State Tracking Number: 46539
Company Tracking Number: CPL-3405
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: CPL-3405
Project Name/Number: CPL-3405/CPL-3405

Filing at a Glance

Company: Colonial Penn Life Insurance Company

Product Name: CPL-3405

SERFF Tr Num: BNLA-126774625 State: Arkansas

TOI: MS06 Medicare Supplement - Other

SERFF Status: Closed-Filed-

State Tr Num: 46539

Closed

Sub-TOI: MS06.000 Medicare Supplement - Other

Co Tr Num: CPL-3405

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Lucy Sutton, Janice Fron,
Sue Novotny

Disposition Date: 08/31/2010

Date Submitted: 08/18/2010

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: CPL-3405

Status of Filing in Domicile: Pending

Project Number: CPL-3405

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: 08/31/2010

Explanation for Other Group Market Type:

State Status Changed: 08/31/2010

Deemer Date:

Created By: Lucy Sutton

Submitted By: Lucy Sutton

Corresponding Filing Tracking Number:

Filing Description:

RE: MEDICARE SUPPLEMENT ADVERTISING

Lead Generating Devices

Mailer Form CPL-3405

Dear Insurance Department Personnel:

As required by your state's advertising guidelines, we are filing the above-referenced form for your review.

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The mailer will be sent to prospects who will be turning age 65 within the next three months. It will provide an opportunity for individuals who are interested in obtaining more information concerning Medicare and Medicare Supplement insurance coverage options available through Colonial Penn Life Insurance Company, an affiliate of Bankers Life and Casualty Company.

The variable information has been bracketed to allow us to easily update the form.

Your consideration of this filing is appreciated.

Sincerely,

Lucy Sutton

Enclosure

Company and Contact

Filing Contact Information

Lucy Sutton, Information Coordinator I.sutton@banklife.com
600 West Chicago Ave 312-396-6122 [Phone]
Location: CH-4B042 312-396-5907 [FAX]
Chicago, IL 60654-2800

Filing Company Information

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

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: AR charges \$50 per form
Per Company: No

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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Colonial Penn Life Insurance Company	\$50.00	08/18/2010	38859644

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	08/31/2010	08/31/2010

SERFF Tracking Number: *BNLA-126774625* *State:* *Arkansas*
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Disposition

Disposition Date: 08/31/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	[STATE] RESIDENTS – 3 MONTH NOTICE	Filed	Yes

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Form Schedule

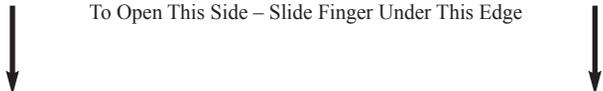
Lead Form Number:

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 08/31/2010	CPL-3405	Advertising	[STATE] RESIDENTS – 3 MONTH NOTICE	Initial		0.000	CPL-3405.pdf

[STATE] RESIDENTS – 3 MONTH NOTICE

PRSR STD
U.S. POSTAGE
PAID
Bankers Life
and Casualty

IMPORTANT NON-GOVERNMENTAL DOCUMENT ENCLOSED
To Open This Side – Slide Finger Under This Edge



[STATE] RESIDENTS – 3 MONTH NOTICE

Our records show that you may be eligible for Medicare within the **next 3 MONTHS**.

Please **do not wait** to make your Medicare Supplement insurance coverage selections; have them **ready BEFORE age 65**.

If you are still undecided, request the **FREE** ["**PLANNING GUIDE**"] available to all eligible residents.

Call the Information Request Line toll-free: [1-XXX-XXX-XXXX] OR complete and return this postage-paid card to receive the **FREE** ["**PLANNING GUIDE**"] offered by Bankers Life and Casualty Company and Colonial Penn Life Insurance Company.

[**BARCODE**]

YES! Send me the **FREE** ["**PLANNING GUIDE**"] to help me understand Medicare and Medicare Supplement insurance options.

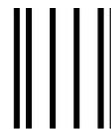
[John Doe]
[123 Main Street]
[Anytown, US 12345]

Mr. / Mrs.: _____

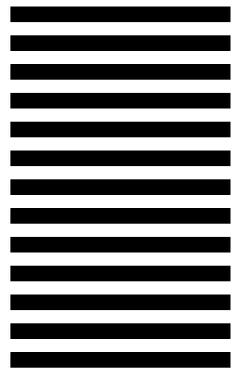
Phone: _____

Medicare Supplement Plans are available through Colonial Penn Life Insurance Company. Colonial Penn Life Insurance Company, Bankers Life and Casualty Company and their licensed agents are not affiliated with or sponsored by the Federal Medicare Program. An insurance agent may contact you.

[2010] UPDATE



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 63265 CHICAGO IL

POSTAGE WILL BE PAID BY ADDRESSEE

[Booklet Fulfillment Center]
[PO BOX XXXX]
[CITY STATE ZIPCODE]

