

SERFF Tracking Number: LCNC-126781983 State: Arkansas  
Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 46576  
Company Tracking Number: LCN1007-2044236  
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other  
Product Name: Lincoln MoneyGuard Reserve Advertising Materials  
Project Name/Number: Lincoln MoneyGuard Reserve Advertising Materials/LCN1007-2044236

## Filing at a Glance

Company: The Lincoln National Life Insurance Company

Product Name: Lincoln MoneyGuard Reserve SERFF Tr Num: LCNC-126781983 State: Arkansas

Advertising Materials

TOI: LTC06 Long Term Care - Other

SERFF Status: Closed-Filed

State Tr Num: 46576

Sub-TOI: LTC06.000 Long Term Care - Other Co Tr Num: LCN1007-2044236

State Status: Closed

Filing Type: Advertisement

Reviewer(s): Marie Bennett, Harris Shearer

Author: Anabela Tavares

Disposition Date: 09/01/2010

Date Submitted: 08/23/2010

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: Lincoln MoneyGuard Reserve Advertising Materials

Status of Filing in Domicile: Authorized

Project Number: LCN1007-2044236

Date Approved in Domicile:

Requested Filing Mode:

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: 09/01/2010

Explanation for Other Group Market Type:

State Status Changed: 09/01/2010

Deemer Date:

Created By: Anabela Tavares

Submitted By: Anabela Tavares

Corresponding Filing Tracking Number:

Filing Description:

The Lincoln National Life Insurance Company

NAIC# 020-65676 FEIN # 35-0472300

Re: NEW SUBMISSION

Advertising Filing – Universal Life with Long Term Care

Form(s): LCN1007-2044236 – Why do thousands trust Lincoln for long-term care expense protection?

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Dear Sir or Madam:

Attached for your review and approval is the above-referenced advertising form. This form is new and does not replace any other form previously approved by your Department.

This advertising piece will be used with contract and rider LN850 (8/05), LR851(8/05) approved by your department on May 24, 2005. Also Riders LR850 (10/07) and LR850F (10/07) approved on November 29, 2007.

If you need any additional information, please contact me toll-free at 1-800-238-6252, Extension 2307. Thank you for your attention to this matter.

Sincerely,

Anabela Tavares  
Product Compliance Coordinator  
Telephone: 860-466-2307  
Fax: 860-466-1348  
E-mail: anabela.tavares@lfg.com

## Company and Contact

### Filing Contact Information

Anabela Tavares, Compliance Coordinator      anabela.tavares@lfg.com  
350 Church Street      860-466-2307 [Phone]  
Hartford , CT 06103      860-466-1348 [FAX]

### Filing Company Information

The Lincoln National Life Insurance Company	CoCode: 65676	State of Domicile: Indiana
350 Church Street - MPM1	Group Code: 20	Company Type: Life
Hartford, CT 06103-1106	Group Name:	State ID Number:
(860) 466-2899 ext. [Phone]	FEIN Number: 35-0472300	

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## Filing Fees

SERFF Tracking Number: LCNC-126781983 State: Arkansas  
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Fee Required? Yes  
Fee Amount: \$50.00  
Retaliatory? No  
Fee Explanation:  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Lincoln National Life Insurance Company	\$50.00	08/23/2010	38959329

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	09/01/2010	09/01/2010

*SERFF Tracking Number:* LCNC-126781983      *State:* Arkansas  
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*Company Tracking Number:* LCN1007-2044236  
*TOI:* LTC06 Long Term Care - Other      *Sub-TOI:* LTC06.000 Long Term Care - Other  
*Product Name:* Lincoln MoneyGuard Reserve Advertising Materials  
*Project Name/Number:* Lincoln MoneyGuard Reserve Advertising Materials/LCN1007-2044236

## **Disposition**

Disposition Date: 09/01/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule Form</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
	Why do thousands trust Lincoln for long-term care expense protection?		Yes

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## Form Schedule

### Lead Form Number:

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	LCN1007-2044236	Advertising	Why do thousands trust Lincoln for long-term care expense protection?	Initial		0.000	LCN1007-2044236.pdf

Hello future.®

Financial Group®



Why do thousands trust  
Lincoln for long-term care  
expense protection?



Hello future.®

➤ Help protect your  
portfolio from long-  
term care expense risk

The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent or insurance company.

LIF-MGR-09-0023

Order code: MGR-SIM-MLR001

