

SERFF Tracking Number: SFCM-127712897 State: Arkansas
Filing Company: State Farm Mutual Automobile Insurance Company State Tracking Number: 50031
Company Tracking Number: 1101313
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.003 Other
Product Name: Long Term Care NewsPaper ads
Project Name/Number: Long Term Care NewsPaper ads /1101313

Filing at a Glance

Company: State Farm Mutual Automobile Insurance Company

Product Name: Long Term Care NewsPaper ads SERFF Tr Num: SFCM-127712897 State: Arkansas

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num: 50031

Sub-TOI: LTC03I.003 Other

Co Tr Num: 1101313

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Donna Lambert

Authors: Tammie Mills, Gerald
Younge, Sherry Boitnott

Disposition Date: 10/17/2011

Date Submitted: 10/14/2011

Disposition Status: Filed

Implementation Date Requested:

Implementation Date: 11/17/2011

State Filing Description:

General Information

Project Name: Long Term Care NewsPaper ads

Status of Filing in Domicile: Not Filed

Project Number: 1101313

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments: We are not required to file Long Term Care marketing pieces in Illinios.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 10/17/2011

Deemer Date:

State Status Changed: 10/17/2011

Submitted By: Gerald Younge

Created By: Gerald Younge

Filing Description:

Corresponding Filing Tracking Number:

Re: State Farm Mutual Automobile Insurance Company

Individual Long Term Care

NAIC #176-25178

Individual Long Term Care Marketing Material

Filing #: 1101313

Forms:

SERFF Tracking Number: SFCM-127712897 State: Arkansas
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1101313 Newspaper advertisement-LTC Seminar
1101314 Newspaper advertisement-LTC Seminar

Enclosed for filing on behalf of the State Farm Mutual Automobile Insurance Company of Bloomington, Illinois are the referenced advertising forms. These forms are being filed for use in your state and contain information regarding Individual Long-Term Care.

These advertisements will be used with Long Term Care policy form numbers 97060AR, 97060ARS, 97061ARC, 97061ARP and 97061ARS.

We have bracketed all of the areas within the advertisements that are subject to change depending on the individual agent's personal information and the exact seminar information.

These forms will be used by a licensed State Farm Agent to invite customers to a Long Term Care Seminar.

We are not required to file Long Term Care marketing pieces in Illinois.

Company and Contact

Filing Contact Information

Gerald Younge, Tech - Contracts & Compliance gerald.younge.jbnp@statefarm.com
1 State Farm Plaza 309-766-0406 [Phone]
Bloomington, IL 61710-0001 309-766-8483 [FAX]

Filing Company Information

State Farm Mutual Automobile Insurance Company CoCode: 25178 State of Domicile: Illinois
One State Farm Plaza Group Code: 176 Company Type:
Laura Walters / Marketing D-3 Group Name: State ID Number:
Bloomington, IL 61710 FEIN Number: 37-0533100
(309) 763-8104 ext. [Phone]

Filing Fees

SERFF Tracking Number: SFCM-127712897 State: Arkansas
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Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation: \$50.00 filing fee per form, filing 2 forms at this time = \$100.00
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
State Farm Mutual Automobile Insurance Company	\$100.00	10/14/2011	52812028

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Donna Lambert	10/17/2011	10/17/2011

SERFF Tracking Number: SFCM-127712897 *State:* Arkansas
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Disposition

Disposition Date: 10/17/2011

Implementation Date: 11/17/2011

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number:

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed 10/17/2011	1101313	Advertising Newspaper advertisement-LTC Seminar	Initial			1101313.pdf
Filed 10/17/2011	1101314	Advertising Newspaper advertisement-LTC Seminar	Initial			1101314.pdf

You're invited! Long-Term Care Insurance seminar.

[Saturday, July 14, 2 p.m.]
[Heyworth Botanical Gardens]
[143rd Plankton St., Gardenia, TX]
[RSVP at 123-456-7890]



Learn how Long-Term Care Insurance from State Farm Mutual Automobile Insurance Company can help protect your assets at this free seminar. I'm ready to help. Like a good neighbor, State Farm is there.[®] CALL ME TODAY.

[**Agent Name, State Farm Agent**]
[Street Address]
[City, State, Zip]
[Phone]
[E-mail]



State Farm[™]

Long-Term Care Insurance policy series 97058 (available in CA, CT, IN), 97059, 97060, 97061 and 97062

1101313

State Farm Mutual Automobile Insurance Company, Home Office, Bloomington, IL

You're invited! Long-Term Care Insurance seminar.

[Saturday, July 14, 2 p.m.]
[Heyworth Botanical Gardens]
[143rd Plankton St.]
[Gardenia, TX]
[RSVP at 123-456-7890]

Learn how Long-Term Care Insurance from State Farm Mutual Automobile Insurance Company can help protect your assets at this free seminar. We're ready to help.

Like a good neighbor, State Farm is there.®
CONTACT AN AGENT TODAY.



[**Agent Name, State Farm Agent**
Street Address
City, State, Zip
Phone
E-mail]



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