

SERFF Tracking Number: AMRP-126995020 State: Arkansas
Filing Company: American Republic Corp Insurance Company State Tracking Number: 47752
Company Tracking Number: 09AR0596
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: Are You Paying Too Much Mailer
Project Name/Number: Are You Paying Too Much Mailer/09AR0596

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Are You Paying Too Much Mailer SERFF Tr Num: AMRP-126995020 State: Arkansas

Mailer

TOI: MS09 Medicare Supplement - Other 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 47752

Sub-TOI: MS09.000 Medicare Supplement Other 2010 Co Tr Num: 09AR0596 State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler
Disposition Date: 02/17/2011
Authors: Andrea Davey, Patricia Corrigan

Date Submitted: 01/20/2011 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Are You Paying Too Much Mailer

Project Number: 09AR0596

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile: Authorized

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 02/17/2011

State Status Changed: 02/17/2011

Created By: Andrea Davey

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Andrea Davey

Filing Description:

Z-2683 & Z-2683-RC

We are including the above captioned forms for your review and information. These forms are new and are not intended to replace any forms that are currently in use.

These forms will be used to give individuals general information about our company and available products offered through American Republic Insurance Company.

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 Product Name: Are You Paying Too Much Mailer
 Project Name/Number: Are You Paying Too Much Mailer/09AR0596

We hope you will find these forms satisfactory. If you have any questions or comments, please call me at 800-247-2190 ext. 2006 or e-mail me at andrea.davey@americanenterprise.com.

Thank you.

Company and Contact

Filing Contact Information

Andrea Davey, andrea.davey@americanenterprise.com
 601 6th Ave 515-245-2006 [Phone]
 Des Moines, IA 50334 515-245-2391 [FAX]

Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska
 P O Box 2780 Group Code: 3527 Company Type: Life and Health
 Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:
 (800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

Filing Fees

Fee Required? Yes
 Fee Amount: \$100.00
 Retaliatory? Yes
 Fee Explanation: \$50/advertisement x 2 = \$100
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$100.00	01/20/2011	43940028

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	02/17/2011	02/17/2011

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Disposition

Disposition Date: 02/17/2011

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
Form	Are You Paying Too Much Mailer	Filed	Yes
Form	Reply Card	Filed	Yes

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Form Schedule

Lead Form Number: Z-2683

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 02/17/2011	Z-2683	Advertising	Are You Paying Too Much Mailer	Initial			Z-2683 & Z-2683-RC Bracketed.pdf
Filed 02/17/2011	Z-2683-RC	Advertising	Reply Card	Initial			Z-2683 & Z-2683-RC Bracketed.pdf

Are You Paying Too Much For Your Insurance?

If your answer is YES, then...

We have a solution for you no matter what your stage in life may be.

Medicare eligible?

Protect your retirement nest egg with Medicare supplement insurance and an entire suite of products. Remember, Medicare supplement is standardized, so all insurance companies offer the same plans. There's no need to pay more than you have to for the same coverage.

Need coverage for you and your family?

Choosing an individual health insurance plan for yourself and your family doesn't have to be complicated and time consuming. It's easy to get coverage that's right for your needs and budget, including tax-advantaged Health Savings Account (HSA)-qualified plans.

Own your own business or self-employed?

You have access to tailored solutions especially for small business owners and the self-employed which are built with special coverage options to help you balance the need for health insurance with real-world budget constraints. And compared to group insurance, it could mean a more affordable option.

MAIL YOUR REPLY CARD TODAY TO FIND OUT IF YOU'RE PAYING TOO MUCH.



Not connected with or endorsed by the United States government or the federal Medicare program.

This is a solicitation of insurance and an agent may contact you. Product Availability may vary by state. Not all products underwritten by American Republic Insurance Company. American Republic Insurance Company and American Republic Corp Insurance Company are not financially responsible for each other's products. In CO, IL, KS, KY, MN, MO, MS, NC, OK, OR, PA, SD and TX coverage is available to qualified Medicare beneficiaries under age 65. In ND please ask for details about Medicare Supplement plans A, F, K and L.

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Z-2683

Complete and mail this postage-paid card today for free, no-obligation information!

[07 114 1391 0111 US]

Yes!

I want to know if I'm paying too much for insurance. I understand that an American Republic licensed agent may call in response to this card. **I would like information about:**

- | | | |
|--------------------------------------------------------------------------------------------------|-------------------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Major Medical, including plans compatible with a Health Savings Account | <input type="checkbox"/> Medicare Supplement | <input type="checkbox"/> Senior Life |
| | <input type="checkbox"/> Long-Term Care | <input type="checkbox"/> Annuities |
| | <input type="checkbox"/> Short-Term Convalescent Care | |

Please complete the information below, so we can provide you with details about how to save on your insurance. (Please print.)

Name _____

Occupation _____

Address _____

Date of birth ____/____/____ Tobacco user: Yes No

City _____ State _____

Marital status: single married

ZIP _____ Phone (____) _____

Number of family members _____



St/Office # _____

Agent # _____

Z-2683-RC

[07 114 1391 0111 US]



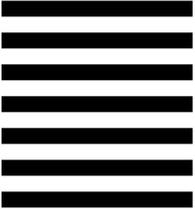
DES MOINES IA 50306-9311

PO BOX 14568

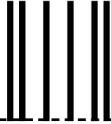
AMERICAN REPUBLIC INSURANCE COMPANY

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BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 602 DES MOINES IA



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



American Republic
Insurance Company
601 6th Avenue, Des Moines, Iowa 50309



**Are You Paying Too Much
For Your Insurance?**

Are You Paying Too Much For Your Insurance?

If your answer is YES, then...

We have a solution for you no matter what your stage in life may be.

Medicare eligible?

Protect your retirement nest egg with Medicare supplement insurance and an entire suite of products. Remember, Medicare supplement is standardized, so all insurance companies offer the same plans. There's no need to pay more than you have to for the same coverage.

Need coverage for you and your family?

Choosing an individual health insurance plan for yourself and your family doesn't have to be complicated and time consuming. It's easy to get coverage that's right for your needs and budget, including tax-advantaged Health Savings Account (HSA)-qualified plans.

Own your own business or self-employed?

You have access to tailored solutions especially for small business owners and the self-employed which are built with special coverage options to help you balance the need for health insurance with real-world budget constraints. And compared to group insurance, it could mean a more affordable option.

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Name _____

Occupation _____

Address _____

Date of birth ____/____/____ Tobacco user: Yes No

City _____ State _____

Marital status: single married

ZIP _____ Phone (____) _____

Number of family members _____



St/Office # _____

Agent # _____

Z-2683-RC

[07 114 1391 0111 US]



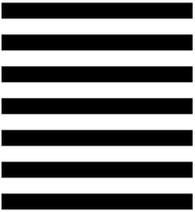
DES MOINES IA 50306-9311

PO BOX 14568

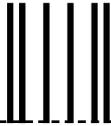
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