

SERFF Tracking Number: AMRP-127010375 State: Arkansas
 Filing Company: American Republic Corp Insurance Company State Tracking Number: 47840
 Company Tracking Number: 09AR0598
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
 Standard Plans 2010
 Product Name: Senior Couples Window Posters
 Project Name/Number: Senior Couples Window Posters/09AR0598

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Senior Couples Window Posters SERFF Tr Num: AMRP-127010375 State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 47840

Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0598 State Status: Filed-Closed
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Andrea Davey, Patricia Corrigan Disposition Date: 02/22/2011

Date Submitted: 01/31/2011 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Senior Couples Window Posters

Status of Filing in Domicile: Authorized

Project Number: 09AR0598

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 02/22/2011

State Status Changed: 02/22/2011

Deemer Date:

Created By: Andrea Davey

Submitted By: Andrea Davey

Corresponding Filing Tracking Number:

Filing Description:

Z-2675 & Z-2676

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 for the solicitation of our individual medicare supplement plans.

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.

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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/ad x 2 = \$100
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$100.00	01/31/2011	44211072

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	02/22/2011	02/22/2011

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Disposition

Disposition Date: 02/22/2011

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	Senior Couples Window Poster - Share Discount	Filed	Yes
Form	Senior Couples Window Poster - Better Half	Filed	Yes

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Form Schedule

Lead Form Number: Z-2675

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 02/22/2011	Z-2675	Advertising	Senior Couples Window Poster - Share Discount	Initial			Z-2675 Bracketed.pdf
Filed 02/22/2011	Z-2676	Advertising	Senior Couples Window Poster - Better Half	Initial			Z-2676 Bracketed.pdf



Got a better half? Get better savings.

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This is a solicitation of insurance and an agent may contact you.

In CO, GA, IL, KS, KY, MO, MS, NC, OK, OR, PA, SD, TN, TX and WI, coverage is available to qualified beneficiaries under 65. In ND, please ask for details about Medicare Supplement plans A, F, K and L.
Call today for more information about the benefits, costs and limits. Plan availability varies by state.

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Call [AgentContact] to find out how.



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Forms: A3101AC, A3101AC-MO, A3101AC-OK, A3101AC-OR, A3101AC-PA, A3101AC-TN, A3100AC-TX (Plan A), A3101AC-TX (Plan F), A3102AC-TX (Plan A underage 65), A3103AC-WI

Z-2676

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