

SERFF Tracking Number: AMRP-127114413 State: Arkansas
 Filing Company: American Republic Corp Insurance Company State Tracking Number: 48419
 Company Tracking Number: 09AR0615
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
 Standard Plans 2010
 Product Name: Couples Discount Plan F Postcard 'For Better or Worse'
 Project Name/Number: Couples Discount Plan F Postcard 'For Better or Worse'/09AR0615

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Couples Discount Plan F SERFF Tr Num: AMRP-127114413 State: Arkansas
 Postcard 'For Better or Worse'

TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 48419
 Standard Plans 2010 Closed

Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0615 State Status: Filed-Closed

Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Andrea Davey, Patricia Disposition Date: 04/12/2011

Corrigan

Date Submitted: 04/06/2011 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Couples Discount Plan F Postcard 'For Better or Worse' Status of Filing in Domicile: Authorized

Project Number: 09AR0615 Date Approved in Domicile:

Requested Filing Mode: Review & Approval Domicile Status Comments:

Explanation for Combination/Other: Market Type: Individual

Submission Type: Resubmission Previous Filing Number: AMRP-126627934

Individual Market Type: Overall Rate Impact:

Filing Status Changed: 04/12/2011

State Status Changed: 04/12/2011

Deemer Date:

Created By: Andrea Davey

Submitted By: Andrea Davey

Corresponding Filing Tracking Number: AMRP-126627934

Filing Description:

Re Individual Medicare Supplement Advertising

Z-2685

We are enclosing the above referenced form for your review and approval. This form was previously filed under SERFF # AMRP-126627934 and approved on 5/27/2010. We have updated the couples discount definition. This letter is a lead generating device and will be used in the solicitation of our Individual Medicare Supplement plans.

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We hope you will find this form satisfactory. If you have any questions, or if I can be of assistance during the review process, please feel free to contact me at 1-800-247-2190, ext. 2006.

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: \$50.00
 Retaliatory? Yes
 Fee Explanation: \$50/ad = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	04/06/2011	46312883

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/12/2011	04/12/2011

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Disposition

Disposition Date: 04/12/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Form Schedule

Lead Form Number: Z-2685

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 04/12/2011	Z-2685	Advertising	Couples Discount Plan F Postcard 'For Better or Worse'	Revised	Replaced Form #: Z-2571 Previous Filing #: AMRP-126627934		Z-2685 Bracketed.pdf

For Better or
For Worse...



 American Republic Corp
Insurance Company

Nobody said marriage would be easy. But did you know your “other half” could help you save up to 16%?

You take care of each other, now let American Republic Corp Insurance Company take care of you with one of the best discounts¹ on the market.

Freedom Solutions Plan F from American Republic Corp Insurance Company offers the most comprehensive Medicare supplement insurance coverage available. Along with economical rates designed to be easy on your budget, we also offer two additional discounts:

1. Couples discount of up to 16% simply for being part of a couple² – regardless of whether both of you request coverage or not.
2. You could also receive a special preferred discount if you're in good health.

And best of all, once approved for these discounts, you'll continue to save even if your health or circumstances change over the years.

Get a free, no-obligation quote

To see how much you could save, **call [AgentContact]**. As your local agent, I can tell you more about benefits, costs and limitations.

[AgentName]

[AgentContact]

1. Based on comparison of competitive discount programs.
2. The couple's discount applies when two people over 18 years of age are living in the same household. In MT, the discount applies when two people have been living in the same household for at least 12 months.

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. In CO, IL, KS, MO, MS, OK, PA and SD, coverage is available to qualified Medicare beneficiaries under age 65. Call today for more information about the benefits, costs, and limits. Plan availability varies by state.

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Forms: A3101AC; in MO, A3101AC-MO; in NC, A3101AC-NC; in OK, A3101AC-OK; in PA, A3101AC-PA; in TN, A3101AC-TN