

SERFF Tracking Number: MUTM-127122552 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 48474
Company Tracking Number: KELLY KRUMWIED
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - GC617_0311
Project Name/Number: Long Term Care Advertising /GC617_0311

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127122552 State: Arkansas
GC617_0311

TOI: LTC03I Individual Long Term Care SERFF Status: Closed-Filed- State Tr Num: 48474
Closed

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: KELLY KRUMWIED

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Harris Shearer,
Stephanie Fowler

Author: Kelly Krumwied

Disposition Date: 04/14/2011

Date Submitted: 04/13/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Status of Filing in Domicile:

Project Number: GC617_0311

Date Approved in Domicile:

Requested Filing Mode:

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 04/14/2011

State Status Changed: 04/14/2011

Deemer Date:

Created By: Kelly Krumwied

Submitted By: Kelly Krumwied

Corresponding Filing Tracking Number:

Filing Description:

NAIC #: 261-69868

FEIN #: 47-0322111

United of Omaha Life Insurance Company

Long Term Care Advertising

GC617_0311

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not

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intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

This advertisement can be used in a variety of formats including, but not limited to a flyer, poster, table top ad, mailer, postcard, newspaper, brochure or electronic. It may be printed in color or black and white and the size may vary based on its use. Any change in size will not affect the content of this advertisement or conformity with applicable regulatory requirements.

We request that any information in brackets be considered variable.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Corporate Compliance and Ethics Division
For Questions, please contact Carly Cole
Phone: 402-351-2476; Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

kk

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com

Consultant

Mutual of Omaha 402-351-2476 [Phone]

Mutual of Omaha Plaza 402-351-5298 [FAX]

Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company CoCode: 69868 State of Domicile: Nebraska

Mutual of Omaha Plaza Group Code: 261 Company Type: Life Insurance

Omaha, NE 68175 Group Name: State ID Number:

(402) 351-6910 ext. [Phone] FEIN Number: 47-0322111

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Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	04/13/2011	46524538

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/14/2011	04/14/2011

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Disposition

Disposition Date: 04/14/2011

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	Print Advertisement	Filed-Closed	Yes

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Form Schedule

Lead Form Number: GC617_0311

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-	GC617_03	Advertising	Print Advertisement	Initial		0.000	GC617_0311.pdf
Closed	11						
04/14/2011							



WORKPLACE SOLUTIONS

Long-Term Care Insurance



UNITED OF OMAHA LIFE
INSURANCE COMPANY

A MUTUAL OF OMAHA COMPANY

Time to Protect Your Plans, Your Life...Your Way. Long-Term Care Insurance Enrollment

Now is the time to help protect your retirement assets and the future you envision for yourself and your family. Be sure to apply for this important coverage during the enrollment period.

Long-term care insurance can help you:

- Protect your savings and retirement assets
- Stay in your own home longer, receiving the care you need
- Choose the care services and the facilities you prefer throughout your time of need
- Be prepared for long-term care expenses if the unexpected happens

Take advantage of this opportunity to help protect your financial security.

Open enrollment period:

If you have questions, please contact:

[Agent Name]

[Agent Phone Number]

[Agent E-mail]

Long-term care insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. Policy forms: LTC09U-5ML, LTC09U-10ML (or state equivalent). In ID: LTC09U-5ML-ID, LTC09U-10ML-ID. In NC: LTC09U-5ML-NC, LTC09U-10ML-NC. In OK: LTC09U-5ML-OK, LTC09U-10ML-OK. In OR: LTC09U-5ML-OR, LTC09U-10ML-OR. In PA: LTC09U-5ML-PA, LTC09U-10ML-PA. In WA: LTC09U-5ML-WA, LTC09U-10ML-WA. This is a solicitation of insurance. For costs and further details of the coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent or write to the company. You may be contacted by telephone by an insurance agent (in WA: producer).