

SERFF Tracking Number: AEGJ-128272389 State: Arkansas  
Filing Company: Transamerica Life Insurance Company State Tracking Number:  
Company Tracking Number: ADV TCII CM 0312  
TOI: LTC05I Individual Long Term Care - Nursing Sub-TOI: LTC05I.001 Qualified  
Home & Home Health Care  
Product Name: ADV TCII CM 0312  
Project Name/Number: ADV TCII CM 0312/ADV TCII CM 0312

## Filing at a Glance

Company: Transamerica Life Insurance Company

Product Name: ADV TCII CM 0312 SERFF Tr Num: AEGJ-128272389 State: Arkansas  
TOI: LTC05I Individual Long Term Care - SERFF Status: Closed-Filed State Tr Num:  
Nursing Home & Home Health Care  
Sub-TOI: LTC05I.001 Qualified Co Tr Num: ADV TCII CM 0312 State Status: Filed-Closed  
Filing Type: Advertisement Reviewer(s): Donna Lambert  
Disposition Date: 04/17/2012  
Authors: Julie Maclin, Joan Shumaker, Patsy Holt  
Date Submitted: 04/16/2012 Disposition Status: Filed  
Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: ADV TCII CM 0312 Status of Filing in Domicile: Not Filed  
Project Number: ADV TCII CM 0312 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: 04/17/2012  
State Status Changed: 04/17/2012  
Deemer Date: Created By: Julie Maclin  
Submitted By: Julie Maclin Corresponding Filing Tracking Number: ADV  
TCII CM 0312

Filing Description:  
Please see cover letter under Supporting Documentation tab.  
State Narrative:

## Company and Contact

### Filing Contact Information

Julie Maclin, Senior Policy Analyst julie.maclin@transamerica.com  
P.O. Box 93007 800-553-7600 [Phone] 3446 [Ext]

SERFF Tracking Number: AEGJ-128272389 State: Arkansas  
 Filing Company: Transamerica Life Insurance Company State Tracking Number:  
 Company Tracking Number: ADV TCII CM 0312  
 TOI: LTC05I Individual Long Term Care - Nursing Sub-TOI: LTC05I.001 Qualified  
 Home & Home Health Care  
 Product Name: ADV TCII CM 0312  
 Project Name/Number: ADV TCII CM 0312/ADV TCII CM 0312

Hurst, TX 76053-3007 817-285-3394 [FAX]

**Filing Company Information**

Transamerica Life Insurance Company	CoCode: 86231	State of Domicile: Iowa
P O Box 93005	Group Code: 468	Company Type:
Hurst, TX 76053-3005	Group Name:	State ID Number:
(800) 553-7600 ext. [Phone]	FEIN Number: 39-0989781	

-----

**Filing Fees**

Fee Required? Yes  
 Fee Amount: \$50.00  
 Retaliatory? No  
 Fee Explanation: \$50 per advertisement x 1 advertisement = \$50  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Transamerica Life Insurance Company	\$50.00	04/16/2012	58018008

SERFF Tracking Number: AEGJ-128272389 State: Arkansas  
Filing Company: Transamerica Life Insurance Company State Tracking Number:  
Company Tracking Number: ADV TCII CM 0312  
TOI: LTC05I Individual Long Term Care - Nursing Sub-TOI: LTC05I.001 Qualified  
Home & Home Health Care  
Product Name: ADV TCII CM 0312  
Project Name/Number: ADV TCII CM 0312/ADV TCII CM 0312

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Donna Lambert	04/17/2012	04/17/2012

*SERFF Tracking Number:* AEGJ-128272389      *State:* Arkansas  
*Filing Company:* Transamerica Life Insurance Company      *State Tracking Number:*  
*Company Tracking Number:* ADV TCII CM 0312  
*TOI:* LTC05I Individual Long Term Care - Nursing      *Sub-TOI:* LTC05I.001 Qualified  
Home & Home Health Care  
*Product Name:* ADV TCII CM 0312  
*Project Name/Number:* ADV TCII CM 0312/ADV TCII CM 0312

## **Disposition**

Disposition Date: 04/17/2012

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.



SERFF Tracking Number: AEGJ-128272389 State: Arkansas  
 Filing Company: Transamerica Life Insurance Company State Tracking Number:  
 Company Tracking Number: ADV TCII CM 0312  
 TOI: LTC05I Individual Long Term Care - Nursing Sub-TOI: LTC05I.001 Qualified  
 Home & Home Health Care  
 Product Name: ADV TCII CM 0312  
 Project Name/Number: ADV TCII CM 0312/ADV TCII CM 0312

## Form Schedule

**Lead Form Number: ADV TCII CM 0312**

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 04/17/2012	TCII CM 0312	Advertising	Credit Union Insert	Initial			TCII CM 0312.pdf

# Credit Union Members - Policy Discounts Available!

**Couples'  
DISCOUNT\***

With identical benefits and both become policyholders

**30%**

**Couples'  
DISCOUNT\***

When only one becomes a policyholder

**15%**

**Preferred  
Health  
DISCOUNT\***

Available in select states

**15%**

**Credit Union  
Membership  
DISCOUNT\***

**5%**

Find out what  
**DISCOUNTS**  
you may be  
eligible for!



You can save even more with our Quarterly Premium Reduction. Applicable when you pay your premium quarterly through your credit union account. Call us to find out more.

**Call 1-800-443-6003**

Long Term Care Insurance policies are underwritten by Transamerica Life Insurance Company, Cedar Rapids, IA, or in NY by Transamerica Financial Life Insurance Company, Harrison, NY. Qualifying for benefits is required. Couples may include married persons, domestic partners and/or civil union partners. See your licensed agent/producer for details. Exclusions and limitations apply. Options and benefits may differ and are not available in all states. Premiums and benefits vary depending upon plan selected. Contact your insurance agent/producer or Transamerica Life for details. Policy Series ICC10 TLC-3, TLC 2-P 0410; in CA, TLC 1-FP (CA) 0510; in OR, TLC 2-P OR 0410; in NY, TFL 2-P NYF 0410. The insurance offered is not a deposit, and is not federally insured, sold or guaranteed by credit unions.

**This advertisement is for sales purposes and an insurance agent/producer will contact you.**

SERFF Tracking Number: AEGJ-128272389 State: Arkansas  
Filing Company: Transamerica Life Insurance Company State Tracking Number:  
Company Tracking Number: ADV TCII CM 0312  
TOI: LTC05I Individual Long Term Care - Nursing Sub-TOI: LTC05I.001 Qualified  
Home & Home Health Care  
Product Name: ADV TCII CM 0312  
Project Name/Number: ADV TCII CM 0312/ADV TCII CM 0312

## Supporting Document Schedules

	Item Status:	Status
<b>Satisfied - Item:</b> Cover Letter	Filed	<b>Date:</b> 04/17/2012
<b>Comments:</b>		
<b>Attachment:</b>		
AR TCII CM 0312 ltr.pdf		



Home Office: Cedar Rapids, Iowa  
Long Term Care Division  
P O Box 95302  
Hurst, Texas 76053-5302  
800-553-7600, ext 3446  
julie.maclin@aegonusa.com

April 16, 2012

Commissioner Jay Bradford  
Arkansas Insurance Department  
1200 West 3<sup>rd</sup> Street  
Little Rock, AR 72201-1904

RE: **Long Term Care Advertising**  
**NAIC #:** 86231  
**FEIN #:** 39-0989781  
**Form # / Description:** TCII CM 0312      Invitation to Inquire

Dear Commissioner Bradford:

Attached is the referenced form submitted for your review and approval. This form is not intended to replace any previously approved form.

This form will be used to solicit policy form TLC 2-P AR 0410, et al., which was approved by your department on August 29, 2011.

It is our intention to use this form in both paper and electronic form.

We trust that this form will meet with your approval. If you have any questions, please contact me.

Sincerely,

A handwritten signature in black ink that reads "Julie A. Maclin". The signature is written in a cursive, flowing style.

Julie A. Maclin, ACS  
Senior Advertising Analyst  
Transamerica Long Term Care Division