

State:	Arkansas	Filing Company:	Bankers Life and Casualty Company
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TOI/Sub-TOI:	L08 Life - Other/L08.000 Life - Other
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Product Name:	17463B
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Project Name/Number:	17463B/17463B
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Filing at a Glance

Company:	Bankers Life and Casualty Company
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Product Name:	17463B
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State:	Arkansas
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TOI:	L08 Life - Other
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Sub-TOI:	L08.000 Life - Other
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Filing Type:	Form
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Date Submitted:	07/16/2012
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SERFF Tr Num:	BNLA-128574527
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SERFF Status:	Closed-Filed-Closed
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State Tr Num:	
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State Status:	Filed-Closed
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Co Tr Num:	
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Implementation	On Approval
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Date Requested:	
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Author(s):	Linda Young, Sue Novotny
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Reviewer(s):	Linda Bird (primary)
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Disposition Date:	07/19/2012
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Disposition Status:	Filed-Closed
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Implementation Date:	
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State Filing Description:	
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SERFF Tracking #:	BNLA-128574527	State Tracking #:	Company Tracking #:
State:	Arkansas	Filing Company:	Bankers Life and Casualty Company
TOI/Sub-TOI:	L08 Life - Other/L08.000 Life - Other		
Product Name:	17463B		
Project Name/Number:	17463B/17463B		

General Information

Project Name: 17463B	Status of Filing in Domicile: Not Filed
Project Number: 17463B	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: 07/19/2012
	State Status Changed: 07/19/2012
Deemer Date:	Created By: Linda Young
Submitted By: Linda Young	Corresponding Filing Tracking Number:

Filing Description:

RE: LIFE INSURANCE ADVERTISING
 Invitation to Contract
 Point of Sale Brochure
 Form 17463B-AR

Dear Insurance Personnel:

As required by your state's advertising guidelines, we are filing the above referenced form.

This form was designed to be used by our licensed agents as a prospecting opportunity when soliciting the sale of our previously approved life policy form L-19E. Form 17463B-AR will be made available on a general basis. This filing contains no unusual or controversial items from normal Company and industry standards.

Your consideration and approval of the above forms would be appreciated.

Company and Contact

Filing Contact Information

Linda Young, Lead Design Analyst	l.young@banklife.com
600 West Chicago Ave	312-396-6132 [Phone]
Chicago, IL 60654-2800	312-396-5907 [FAX]

Filing Company Information

Bankers Life and Casualty Company	CoCode: 61263	State of Domicile: Illinois
111 East Wacker Drive • Suite 2100	Group Code: 233	Company Type:
Chicago, IL 60601-4508	Group Name:	State ID Number:
(800) 621-3724 ext. [Phone]	FEIN Number: 36-0770740	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00

SERFF Tracking #: BNLA-128574527 **State Tracking #:** **Company Tracking #:**

State: Arkansas **Filing Company:** Bankers Life and Casualty Company

TOI/Sub-TOI: L08 Life - Other/L08.000 Life - Other

Product Name: 17463B

Project Name/Number: 17463B/17463B

Retaliatory? No

Fee Explanation: \$50.00 per form

Per Company: No

Company	Amount	Date Processed	Transaction #
Bankers Life and Casualty Company	\$50.00	07/16/2012	60909623

SERFF Tracking #:	BNLA-128574527	State Tracking #:		Company Tracking #:	
State:	Arkansas	Filing Company:	Bankers Life and Casualty Company		
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	07/19/2012	07/19/2012

SERFF Tracking #:	BNLA-128574527	State Tracking #:		Company Tracking #:	
State:	Arkansas	Filing Company:	Bankers Life and Casualty Company		
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Product Name:	17463B				
Project Name/Number:	17463B/17463B				

Disposition

Disposition Date: 07/19/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Form	LIFE ADVERTISING BROCHURE		Yes

SERFF Tracking #:	BNLA-128574527	State Tracking #:		Company Tracking #:	
State:	Arkansas	Filing Company:	Bankers Life and Casualty Company		
TOI/Sub-TOI:	L08 Life - Other/L08.000 Life - Other				
Product Name:	17463B				
Project Name/Number:	17463B/17463B				

Form Schedule

Lead Form Number: 17463B-AR							
Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/Action Specific Data	Readability Score	Attachments
1		17463B-AR	ADV	LIFE ADVERTISING BROCHURE	Initial:		17463B-AR(6-12).pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages

UL
Indexed
19E

Life**Directions**[®]

Clear**Vantage**[®] IUL

Indexed Universal Life Insurance



 **BANKERS**
LIFE AND CASUALTY COMPANY

For the life of
your retirement

Arkansas Insurance Provider License Number



Your money is
always there when
you need it.

Policy Loans

You may borrow from your policy's cash surrender value at any time, giving you additional peace of mind in the event of an emergency.

Preferred Loans

ClearVantage IUL includes a preferred loan feature that, after 10 years, will enable you to receive a percentage of your policy's cash surrender value on a zero spread interest basis. Through this feature, the amount of loan interest charged is equal to the guaranteed interest credited to the loaned portion of the account value.

Partial Withdrawals

Beginning in the second policy year, you may take an annual free partial withdrawal of up to 10% of the cash surrender value with no surrender charges.

Optional Riders

Accelerated Death Benefit for Terminal Illness

Enables you to have access to a portion of your death benefit if diagnosed as terminally ill.

Accidental Death Benefit

Provides a payment in addition to your policy's face amount in the event of your accidental death.

Additional Insured Level Term

Offers term coverage on your spouse.

Children's Term Insurance

Offers term coverage on your children.

Disability Income

Provides a benefit if you become disabled.

Primary Insured Level Term

Provides an affordable way to purchase additional coverage on yourself.

Unemployment Waiver of Cost

Waives your monthly cost of insurance deductions if you become unemployed.

Waiver of Cost

Waives the cost of insurance and cost of benefits or riders if you become disabled (certain maximums apply).

Waiver of Planned Periodic Premium

Waives the planned period premium if you become disabled (certain maximums apply).

ClearVantage® IUL

Indexed Universal Life Insurance

Flexible life insurance protection that builds cash value by participating in the market's gains, not in its losses.

The Right Mix of Growth and Security



Product Features and Benefits

- Face amounts as low as \$25,000
- Available up to age 85
- Long-term cash value buildup
- Guaranteed annual interest credit
- Choose your crediting option:
 - 100% point-to-point index crediting
 - 100% monthly average index crediting
 - 100% fixed interest rate
 - Percentage allocated between options
- Guaranteed .25% indexed credit enhancement in policy year 16 and up
- Optional riders to enhance your policy
- 15-year death benefit guarantee period
- Flexible premium payments
- Access to your policy's cash value through loans or withdrawals
- Ability to increase or decrease death benefit
- Protects for your entire lifetime, not only for a defined number of years¹
- Permanent insurance designed for long-term protection
- Avoids the delay and expense of probate, in most cases
- Death benefits are generally tax-free to your named beneficiaries

¹ As long as premiums are paid and the policy is in force.



Growth to build your family's future.

Advantages of Index Crediting

- Cash value typically grows faster than with a fixed interest rate
- Increase in policy's cash value based on the average value of the S&P 500® Index each year
- Helps level the stock market's natural up-and-down fluctuations
- Does not invest directly in the stock market



How Your Money Grows

Point-to-Point with Cap

With this method, interest is credited at the end of each policy year. Interest credits are determined by dividing the index value at the beginning of the period by the index value at the end of the period. This percentage is then applied to the policy's cash value up to the cap.

12-Month Averaging, Participation Rate with No Cap

How the Calculation Works	EXAMPLE
At the end of each month, the closing S&P 500® Index is recorded.	Beginning S&P 500® Index Reading: 600 Assumed Participation Rate: 50%
Then, at the end of the 12-month index period, these closing rates are averaged.	S&P 500® Index Average Monthly Reading for this Example: 675
The S&P 500® Index at the beginning of the period is subtracted from the average S&P 500® Index.	$675 - 600 = 75$
The difference is divided by the beginning S&P 500® Index. This sum is the percentage gain during the period.	$75 \div 600 = 12.5\%$ Percentage Gain (<i>Index Appreciation Rate</i>)
This amount is multiplied by the participation rate to determine the index factor .	$12.5\% \times 50\% = 6.25\%$ Index Factor
This resulting percentage is then applied to the account value.	6.25% Gain Realized

Security to protect your legacy.

How You're Protected

Index Credit Options

- Helps level the stock market's natural up-and-down fluctuations
- Never participates in stock market losses

ClearVantage IUL Guarantees

- Guaranteed annual interest credit
- Guaranteed .25% indexed credit enhancement in policy year 16 and up
- 15-year death benefit guarantee period based on age

Fixed Interest Rate Option

- Ability to change interest crediting to a fixed interest rate
- Fixed rate is constant, not tied to stock market's growth
- Offers additional security during underperforming market year
- Switch between crediting options may occur once per policy year

Never experience
a loss due to stock
market decline.



Limitations and Exclusions: If you commit suicide, while sane or insane, within two years after the policy date, the death benefit is limited to the amount of premiums paid less any amount owed on the policy.

Statements regarding taxation are for general and informational purposes only. Such statements are based on our understanding of the law in effect at the time this material was published. Present tax laws may be altered, amended or abolished. You should rely upon your own independent tax or legal counsel to advise you as to the effects of any such changes on your own circumstances and objectives.

Past performance of the S&P 500[®] Composite Stock Price Index and other stock or equity accounts should not be used to project future market activity or contract yields. While values of this policy may be affected by the index used, the policy does not directly participate in any stock or equity investment.

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Indexed Universal Life Insurance L-19E