

State: Arkansas
Filing Company: American Family Life Assurance Company of Columbus
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: Z120609
Project Name/Number: /

Filing at a Glance

Company: American Family Life Assurance Company of Columbus
Product Name: Z120609
State: Arkansas
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010
Sub-TOI: MS08I.012 Multi-Plan 2010
Filing Type: Advertisement
Date Submitted: 09/18/2012
SERFF Tr Num: AFLA-128690035
SERFF Status: Closed-Filed-Closed
State Tr Num:
State Status: Filed-Closed
Co Tr Num: Z120609
Implementation: On Approval
Date Requested:
Author(s): Joni Gilbert, Sherry Cureton
Reviewer(s): Stephanie Fowler (primary)
Disposition Date: 09/21/2012
Disposition Status: Filed-Closed
Implementation Date:
State Filing Description:

State: Arkansas **Filing Company:** American Family Life Assurance Company of Columbus
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: Z120609
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General Information

Project Name: Status of Filing in Domicile: Pending
 Project Number: Date Approved in Domicile:
 Requested Filing Mode: Review & Approval Domicile Status Comments: Our state of domicile, Nebraska, is also reviewing this advertisement for approval.
 Explanation for Combination/Other: Market Type: Individual
 Submission Type: New Submission Individual Market Type:
 Overall Rate Impact: Filing Status Changed: 09/21/2012
 State Status Changed: 09/21/2012
 Deemer Date: Created By: Joni Gilbert
 Submitted By: Joni Gilbert Corresponding Filing Tracking Number:
 Filing Description:
 Please see attached cover letter.

Company and Contact

Filing Contact Information

Joni Gilbert, jgilbert@aflac.com
 1932 Wynnton Road 706-321-0826 [Phone]
 Columbus, GA 31999 706-660-7080 [FAX]

Filing Company Information

American Family Life Assurance CoCode: 60380 State of Domicile: Nebraska
 Company of Columbus Group Code: 370 Company Type: Life and Health
 1932 Wynnton Road Group Name:
 Columbus, GA 31999 FEIN Number: 58-0663085 State ID Number:
 (706) 323-3431 ext. [Phone]

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: Advertising filing fee, as required.
 Per Company: No

Company	Amount	Date Processed	Transaction #
American Family Life Assurance Company of Columbus	\$50.00	09/18/2012	62787687

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/21/2012	09/21/2012

SERFF Tracking #:

AFLA-128690035

State Tracking #:

Company Tracking #:

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State:

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Disposition

Disposition Date: 09/21/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Cover Letter	Filed-Closed	Yes
Form	AD	Filed-Closed	Yes

State: Arkansas

Filing Company:

American Family Life Assurance Company of Columbus

TOI/Sub-TOI: MS081 Individual Medicare Supplement - Standard Plans 2010/MS081.012 Multi-Plan 2010

Product Name: Z120609

Project Name/Number: /

Form Schedule

Lead Form Number: Z120609

Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1	Filed-Closed 09/21/2012	Z120609	ADV	AD	Initial:		Z120609_final.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

Producer's Name
Return Address
Street,
City, State XXXXX



Introducing **Aflac** Medicare supplement insurance.



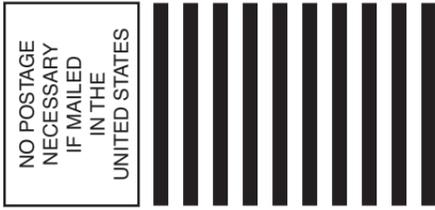
[John Customer]
[XXXX Main St.]
[Anytown, US]

FOLD/
SCORE



There's a new
Medicare
supplement
insurance.
Lucky duck.

FOLD/
PERF



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. XXXX TOWN, ST
POSTAGE WILL BE PAID BY ADDRESSEE

JOHN SMITH
SMITH AND SONS INSURANCE
46 MAIN STREET
AKRON, OH 01234



Medicare supplement insurance from Aflac.

Extra coverage when you need it most.

Our Medicare supplement insurance helps give you peace of mind by helping you pay for expenses that aren't covered by Medicare.



Trusted by millions.

- In business for nearly 60 years, Aflac has the security customers want.
- Over 50 million people insured worldwide.¹
- Named one of the "World's Most Ethical Companies" for six years in a row.²

Let me show you how Aflac can address your needs.



Contact: **[Agent Name]**
Phone: **[XXX.XXX.XXXX]**
Online: **[Web Address]**
Address: **[Insert Address]**



¹Aflac 2011 Year in Review.

²Ethisphere magazine, 2007–2012.

Coverage is underwritten by American Family Life Assurance Company of Columbus. The Aflac Medicare supplement policy is not connected with or endorsed by the U.S. government or the federal Medicare program. Aflac Medicare supplement insurance policies (Policy Series A19MS) may not be available in all states. All benefits payable under the policy are based upon Medicare-eligible expenses. In certain situations, Medicare supplement plans are available to individuals eligible for Medicare because of a disability. This is a solicitation of insurance, and an agent may contact you.

Z120609

8/12

FOLD/
PERF

I want to learn more about a Medicare supplement insurance policy from Aflac.

The best way to contact me is:

Email: _____

Telephone: (____) _____

**[Jane Doe]
[123 Main Street]
[Anytown, ST 01234]**

If you return this card, someone will contact you in an attempt to sell you insurance.
Z120609C 8/12

XXXXXX Insert Producer Code

Be prepared with Aflac Medicare supplement insurance.



Tape/Glue, Fold & Mail

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Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Cover Letter	Filed-Closed	09/21/2012
Comments:	Please see attached letter.		
Attachment(s):			
Med Supp - AR DOI Filing Letter 2012 (Z120609).pdf			

