



ADVERTISING CHECKLIST

Please attach a completed checklist to the marketing piece when you submit it for legal/compliance review.

YES	NO	N/A	DESCRIPTION
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Does the ad identify the name of the licensee (the individual Corp or marketing company)?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Is all text a minimum 12 pt. font (including disclosure font)?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Does the piece mention a specific carrier, product, interest rate, bonus rate, premium or other identifying information about a policy or product? If yes, the carrier must review approve the advertisement prior to the ad being submitted to Compliance, along with the carrier's written approval.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	For consumer-facing advertising, does the marketing piece include a response card/request for additional information (or ask the consumer to provide a phone number, address, etc.)? If yes, it must include the following disclosure: <i>“A licensed representative may contact you regarding this insurance-related information request.”</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Does the marketing piece mention Medicare generally, Changes in Medicare, Medicare Supplement Insurance, or Medicare Advantage plans? If yes, it must include the following disclosure: <i>“Not affiliated with the United States government or federal Medicare program. Not endorsed by government agencies.”</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Does the marketing piece feature statistics, data, predictions or other information taken from a secondary source? If yes, you must provide the specific cite for and a copy of the source of the information (for example, if a publication, attach the documentation and notate the source location by page number or other identifying location for lengthier sources) in either hard copy or electronic form. <i>(Some sources may restrict use of proprietary information.)</i>

Target Audience (consumer-facing pieces only): Age range: Under 65 Over 65

“Client type”: Existing client Lead prospect Existing agent Prospective agent

Please list the states where this ad will be used: _____

Method of circulation: _____

Type of insurance product, if applicable: _____

Type of marketing piece: _____

Marketing piece contact: _____

Name/Contact Information of Person Submitting Ad for Review: _____