



# Liberty Bankers Life

Insurance Company

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## Ad Template Portfolio

All Advertising must be approved in advance by the Company's Compliance Department. No ads can be used without prior written approval.

Submit your ad requests using the form found on the back page of this document.

**Vertical Banner Ads**

LBL-1



**SAFE MONEY!**

Product  
**0.00%**  
Product Information

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Product  
**0.00%**  
Product Information

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Product  
**0.00%**  
Product Information

**CALL TODAY!**  
**YOUR NAME**  
**(555)555-5555**

Single premium deferred annuities. Rate guaranteed for 5 or 7 yr contracts; should you choose to continue this annuity after the fifth or seventh year guaranteed period, the minimum rate guarantee is 1.00% for contracts issued in 2011. IRS penalty for withdrawals before 59½. Issued by Liberty Bankers Life Insurance Company, Policy Form. Interest rate effective 1/03/11 and subject to change without notice. \$10,000 minimum purchase payment. Monthly interest subject to a minimum amount of \$100. Excess withdrawal are subject to market value adjustment.

LBL XX-XX

LBL-2



**CD or IRA MATURING?**

Product  
**0.00%**  
Product Information

**CALL TODAY!**  
**YOUR NAME**  
**(555)555-5555**


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LBL XX-XX

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Postcard Ads

LBL-3



**SAFE MONEY**

Product **0.00%** Product Information  
Product **0.00%** Product Information

**YOUR NAME**  
Contact Information

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LBL-XX-XX

LBL-4

Can *Your* CD match These Rates?

**YOUR NAME**  
Contact Information

Product **0.00%** Product Information  
Product **0.00%** Product Information  
Product **0.00%** Product Information

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LBL-XX-XX

Full Page Ads

LBL-5



**MONEY SAFE FOR RETIREMENT?**

Product **0.00%** Product Information

**YOUR NAME**  
Contact Information

Single premium deferred annuities. Rate guaranteed for yr contracts; should you choose to continue this annuity after the year guaranteed period, the minimum rate guarantee is 1.00% for contracts issued in 2011. IRS penalty for withdrawals before 59½. Issued by Liberty Bankers Life Insurance Company, Policy Form. Interest rate effective 1/03/11 and subject to change without notice. \$10,000 minimum purchase payment. Monthly interest subject to a minimum amount of \$100. Excess withdrawal are subject to market value adjustment.

LBL-XX-XX

LBL-6



Product Information



Product **0.00%** Product Information

Product **0.00%** Product Information

**YOUR NAME**  
Contact Information

Single premium deferred annuities. Rate guaranteed for 7 yr contracts; should you choose to continue this annuity after the seventh year guaranteed period, the minimum rate guarantee is 1.00% for contracts issued in 2011. IRS penalty for withdrawals before 59½. Issued by Liberty Bankers Life Insurance Company, Policy Form BankersPrem7-0910. Interest rate effective 1/03/11 and subject to change without notice. \$10,000 minimum purchase payment. Monthly interest subject to a minimum amount of \$100. Excess withdrawal are subject to market value adjustment.

LBL-XX-XX



# Liberty Bankers Life

Insurance Company

## Request For Advertising Approval

P.O. Box 22069 • Waco, Texas 76702-2069 • 800-274-4829 • 254.751.0115 Fax

\_\_\_\_/\_\_\_\_/\_\_\_\_  
Date Submitted

Agent's Name (Please Print) \_\_\_\_\_ Agent # \_\_\_\_\_ Email Address \_\_\_\_\_

Product(s) Being Advertised (*Bankers and/or Liberty Series*) \_\_\_\_\_ Ad Slick # (*please refer to Ad Portfolio*) \_\_\_\_\_

Ad will be used to solicit:  Agents  Clients Date(s) of Usage (be specific): \_\_\_\_\_

List all Agents/Managers who will use this advertisement: \_\_\_\_\_

List all cities and states where it will run or be distributed: \_\_\_\_\_

Form of Advertising (Newspaper, Mailer, Website, E-mail, Etc.): \_\_\_\_\_

Name of Publication: \_\_\_\_\_

Will this be posted on your Website?  Yes  No If Yes, please provide the web address and any usernames or passwords needed to access this ad: \_\_\_\_\_

Requested format type:  PDF  JPEG  Black and White  Color

Provide us with any disclosures your company requires (use another sheet if needed): \_\_\_\_\_

**Contact information to be placed on ad:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

*Send This Request To:*

Liberty Bankers Life Insurance Company  
ATT: Submission & Compliance  
FAX: 254-751-0115  
800-274-4829  
Advertising@LibertyBankersLife.com

This information must be **filled out completely** and submitted to Submission and Compliance for review each time an advertising piece is to be used regardless of prior approvals. Keep a copy of this approval and the approved ad for your records.

**NOTE: There are no pre-approved advertisements. Please allow 3-4 days to process request. Due to printing capacity, Liberty Bankers Life is unable to print Ad slicks or postcards.**

(This Section For Compliance Use Only)

**Approved**  **Approved W/ Exceptions Noted**  **Revise and Resubmit**  **Not Approved**

Comments and Suggestions:

Reviewed By \_\_\_\_\_ Date \_\_\_\_\_