

ADVERTISING SUBMISSION FORM

FAX: 972-569-3728

E-MAIL: adapproval@torchmarkcorp.com

Submit this completed request form along with a copy of the material to be reviewed. Material should be submitted through your General Agent or Branch Manager. Your request will be returned if this form is incomplete or the material is not included. If you have questions about the status of your submission, contact Compliance via e-mail.

Advertising Meetings are held each week on Wednesday at 2:30pm CST. No material can be used until the Home Office has issued a form number and formal approval. Please allow three weeks for approval. If submission is e-mailed, please send material in a Microsoft Word or Adobe Acrobat format.

		TODAY'S DATE:	DUE DATE:
REQUEST TYPE: Please select one. Provide form number of existing piece if revising or renewing approval. <input type="checkbox"/> INITIAL APPROVAL. New Advertising, Sales, or Training material not reviewed before. <input type="checkbox"/> REVISION APPROVAL. Revision of previously approved material (changes made). <input type="checkbox"/> RENEW APPROVAL. Previously approved material (no changes made). <input type="checkbox"/> RECRUITING. <input type="checkbox"/> AGENT TRAINING ONLY. Not to be used for sales or with customers.		NEW FORM NUMBER:	PRIOR FORM NUMBER:

YOUR NAME: (Please Print)	YOUR AGENT NUMBER / BRANCH NUMBER:
YOUR PHONE NUMBER:	YOUR E-MAIL ADDRESS:

COMPANY: <input type="checkbox"/> United American <input type="checkbox"/> First United American <input type="checkbox"/> Liberty National <input type="checkbox"/> Globe Life / ESD	<input type="checkbox"/> Home Office <input type="checkbox"/> Branch Office <input type="checkbox"/> General Agency
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MANAGER NAME: (Please Print)	MANAGER SIGNATURE:	
AGENCY/BRANCH STREET ADDRESS:		
CITY:	STATE:	ZIP:

DISTRIBUTION: How and where will this piece be used? Request will not be processed without this information.

STATE(S):		QUANTITY (if printing):		
<input type="checkbox"/> Newspaper Ad	<input type="checkbox"/> "Take One"	<input type="checkbox"/> Direct Mail	<input type="checkbox"/> Trade Show	<input type="checkbox"/> Billboard
<input type="checkbox"/> Radio Ad	<input type="checkbox"/> Flyer	<input type="checkbox"/> Yellow Pages	<input type="checkbox"/> Agent Training	<input type="checkbox"/> Pole Sign
<input type="checkbox"/> Magazine Ad	<input type="checkbox"/> Phone Script	<input type="checkbox"/> Lead Card	<input type="checkbox"/> Sales Presentation	<input type="checkbox"/> Car Signage
<input type="checkbox"/> Television Ad	<input type="checkbox"/> Publication Article	<input type="checkbox"/> Other (Specify):		

FOR COMPLIANCE USE ONLY

RECEIVED:	REVIEWED: <input type="checkbox"/> APPROVED _____ <input type="checkbox"/> DENIED _____ <input type="checkbox"/> CHANGES REQUIRED _____	ANALYST:
COMMENTS:		