

UA Advertising:

Approved, Available, and Accessible

Before you pick up your pen, spend days creating an eye-catching ad, and then take weeks running the approval process, check out what advertising UA already has available. Often, you will find we have something to suit your purposes, and these ads are approved and ready to go. Also, new advertising is continuously created — just see below! Best of all, these pieces are available to UA's Branch Offices free of charge.



“All You Need Is One” (UAOHL2)

This is a full page, full color ad targeting Senior Health prospects. The ad outlines features of UA's Senior products, such as guaranteed renewability, freedom of choice, and access to discounts on prescriptions and services.

The new UAOHL2 is available in states marked with an “X” as of 3/1/03.

| | | | | | | | | | |
|----|---|----|---|----|---|----|---|----|---|
| AL | X | GA | X | MD | X | NM | X | TN | X |
| AK | X | HI | X | MI | X | NC | X | TX | X |
| AR | X | ID | X | MN | X | ND | X | UT | X |
| AZ | X | IL | X | MS | X | OH | X | VA | X |
| CA | X | IN | X | MO | X | OK | X | VT | |
| CO | X | IA | X | MT | X | OR | X | WA | |
| CT | | KS | X | NE | X | PA | X | WI | X |
| DE | X | KY | X | NV | X | RI | X | WV | X |
| DC | X | LA | X | NH | X | SC | X | WY | X |
| FL | X | ME | X | NJ | | SD | X | | |



“All You Need Is One” (UAOHL1)

This ad presents the idea of UA as the “one” company for all a prospect's supplemental insurance needs and outlines UA's products, services, and stability. It is also a full page, full color ad.

The new UAOHL1 is available in states marked with an “X” as of 3/1/03.

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|----|---|----|---|----|---|----|---|----|---|
| AL | X | GA | | MD | | NM | X | TN | X |
| AK | X | HI | X | MI | | NC | | TX | |
| AR | X | ID | | MN | | ND | X | UT | X |
| AZ | X | IL | | MS | | OH | | VA | X |
| CA | | IN | X | MO | | OK | X | VT | |
| CO | | IA | X | MT | | OR | X | WA | |
| CT | X | KS | | NE | X | PA | X | WI | |
| DE | | KY | X | NV | | RI | X | WV | X |
| DC | X | LA | | NH | X | SC | X | WY | X |
| FL | X | ME | | NJ | | SD | | | |



Having Trouble Finding Affordable Health Coverage? (AG497)

AG497 is a black-and-white, camera-ready print ad. Perfect for newspapers or news magazines, the ad intends to address prospects looking for affordable Underage Health coverage.

The new AG497 is available in states marked with an “X” as of 3/1/03.

| | | | | | | | | | |
|----|---|----|---|----|---|----|---|----|---|
| AL | | GA | X | MD | X | NM | X | TN | X |
| AK | X | HI | X | MI | X | NC | X | TX | X |
| AR | X | ID | X | MN | X | ND | X | UT | X |
| AZ | X | IL | X | MS | X | OH | X | VA | X |
| CA | X | IN | X | MO | X | OK | X | VT | |
| CO | X | IA | X | MT | X | OR | X | WA | |
| CT | | KS | X | NE | X | PA | X | WI | X |
| DE | X | KY | | NV | X | RI | X | WV | X |
| DC | X | LA | X | NH | X | SC | X | WY | X |
| FL | X | ME | X | NJ | | SD | X | | |



Banner Ads for Signage (AHIB & HIMS)

The banner ads may be used for signage such as bill boards, magnetic car signs, or yard signs. These ads are designed to promote UA's Underage Health products.

The new AHIB & HIMS are available in states marked with an "X" as of 3/1/03.

| | | | | | | | | | |
|----|---|----|---|----|---|----|---|----|---|
| AL | | GA | X | MD | X | NM | X | TN | X |
| AK | X | HI | X | MI | X | NC | X | TX | X |
| AR | X | ID | X | MN | X | ND | | UT | X |
| AZ | X | IL | X | MS | X | OH | X | VA | X |
| CA | X | IN | X | MO | X | OK | X | VT | |
| CO | X | IA | | MT | X | OR | X | WA | |
| CT | | KS | X | NE | X | PA | X | WI | X |
| DE | X | KY | | NV | X | RI | X | WV | X |
| DC | X | LA | X | NH | X | SC | X | WY | X |
| FL | X | ME | X | NJ | | SD | X | | |

Important Advertising Reminder:

Any variation on Company-provided material or any individual piece an Agent desires to use for customer solicitation must be submitted to the Home Office for written approval prior to publication or use. Advertising is any material used with potential customers to promote interest in the Company, its products or its producers, such as print ads, TV or radio scripts, flyers or direct mail lead pieces.

Send the material to:

Home Office
Attention: Mike Gaisbauer
Compliance Department

Allow a two- to three-week turnaround time for the review and evaluation process. If prior state approval of the advertisement is required, expect additional delays. If the advertisement will be used for more than 60 days, it must be re-submitted.

A review of UA's advertising guidelines can be found online at www.uabranch.com/services.

Print Ads Available From UA... Remember: They're free!

Medicare Supplement:

- ProCare Plan F (AD-119-20 R01)
- Ten Reasons to Buy (AD-121-R99)
- Financial Stability (AD-127-R99)
- ProCare Plans F & C (AD-132 R99)
- ProCare Plans D & G (AD-149)
- General Med-Supp (AD-148)
- Ten Advantages of Med-Supp over HMO (AD-152)
- Five Advantages of Med-Supp over HMO (AD-153 RW01)
- UA Ratings & Service (AFS RW01)
- HMO Cancelled (AG390R)
- UA Service Points (AQA)

Underage Health:

- HSXC Hospital Surgical (AD-144)
- Good Sense Plan (AD-146R02)
- Common Sense Plan (AD-159)
- General Underage Health (AD156-158)
- Affordable Health Coverage (AG497)

Life:

- Whole Life (AD-137)
- Joint Last Survivor (AD-139)
- Memorial Guide (AD-140)
- Final Expense Memorial Guide (AD-141)
- RT-85 (AD-147)
- Long Term Care, Cancer, & Annuities
- LTC Gold/Classic (AD-143)
- Cancer (AD-135 R00)
- Flexible Premium Annuity (AD-161)

United American & Banners

- Agent Salute (AD-129)
- Sm. Agent Salute (AD-130)
- Affordable Health Banner (AHIB)
- Priced Out of Coverage?-Banner (HIMS)

*Please check the Advertising Approvals Chart for availability in your state.