## Don't Touch That Dial

If you've never tried local radio advertising, why wait? The end of the old year and the beginning of the new year is a time when people are especially receptive to change. Along with making New Year's resolutions to lose weight and exercise more, there are just as many folks out there making a resolution to find affordable health insurance in 2004. Radio advertising is one more way to let them know who you are, how to reach you, and that you're ready and able to help them.

We have just made available three new radio ads to assist you: one billboard ad and two 30 second spots for Underage Health. The messages are short, but the results can be farreaching. Through radio advertising, you can connect with segments of the population you might never have considered and greatly enhance your professional credibility. Contact your local stations to find out what advertising packages they offer in terms of costs and timeslots. Make your own resolution to start the new year with a new and exciting advertising campaign!

United American Insurance Company
Title: Buildward ad for radio
:15 Spot
Form Number: 1-56

Associated:

This program is brought to you by United American
Insurance Company. For affordable bits and broads
insurance for inclinibilities and emission, call
United American or Occo-Coc-Coc).

United American Insurance Company
Title: Underage Health
20 Spot
Form Number: I-51

You can afford to protect your family. United American Immunice Company to a reposited industry loader. We provide affordable life and health immunice for the self-employed, andividuals and families. Your UA coverage is quaranteed sensewable, and you are free to viole my dector or hospital of your mine. The PPCht. We cover most pro-acting conductions. Call announced as find out more today! That's moreover most pro-acting today! That's moreover most

This is a solicitation for insurance and you will be contacted by a licensed agent representing United American Insurance Company.

United American lesurance Company Title: Underage Health :30 Spot Form Number: 1-52 Ашиниссен Feech without health insurance can be in seconds of the resolving quality heads, and white translat. United American Insurance Company can help you and your family pain affor dable broth insurance Linited American is tated "A.) " for overall company stability by the A.M. Best Congram, and has been thing business come 1047. For affordable health moreness to man your needs, call (tall heat) XXX. XXXXXXXX (Ioll Free) XXXXXXXXXXXXX the to a sufficient for transmiss and you will be contacted by a nativitizated Agent representing United Acastican Insurance Company

These new ads, Form Numbers 1-50, 1-51, and 1-52, have been approved in most states; please check the approval chart below. As with all advertising, you must obtain approval from Home Office before running any ads.

I-50, I-51 and I-52 are available in states marked with an "X" at press time.									
AL	Х	GA	Х	ME	Х	NJ	Х	SD	Х
AK		HI	X	MD	X	NM	X	TN	Х
AK AR AZ CA CO CT DE DC FL	X	ID	X	MI	X	NC	X X X X	TX	X X X X
ΑZ	X	IL	X X X	MN	X	ND	X	UT	X
CA		IN	X	MS	X	ОН	X	VA	X
CO	X	IA	X	MO	X	OK	X	VT	
CT	X X	KS		MT		OR		WA	Χ
DE	X	KY	X	NE	X	PA		WI	X X X
DC	X	LA	X X	NV	X	RI	X	WV	X
FL	Х	MA	X	NH	X	SC	Χ	WY	Χ