



Print Media Ad Template Portfolio

All Advertising must be approved in advance by the Company's Compliance Department. No ads may 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



Product
0.00%
Product Information

Product
0.00%
Product Information


Product
0.00%
Product Information

CALL TODAY!
YOUR NAME
(555) 555-5555

Single premium deferred annuities. Rate guaranteed for _ year contracts; should you choose to continue this annuity after the guarantee period, the minimum rate guarantee is 1.00% for contracts issued in 2015. Surrender charges. Excess withdrawals are subject to market value adjustments. The IRS may impose a penalty for withdrawals prior to age 59½. Rates effective mm/dd/yy and are subject to change. Annuities issued by Liberty Bankers Life Insurance Company, 1605 LBJ Freeway, Suite 710, Dallas, TX 75234. www.libertybankerslife.com.

LBL 15-XX

LBL-2



Product
0.00%
Product Information

CALL TODAY!
YOUR NAME
555-555-5555

Single premium deferred annuities. Rate guaranteed for _ year contracts; should you choose to continue this annuity after the guarantee period, the minimum rate guarantee is 1.00% for contracts issued in 2015. Surrender charges. Excess withdrawals are subject to market value adjustments. The IRS may impose a penalty for withdrawals prior to age 59½. Rates effective mm/dd/yy and are subject to change. Annuities issued by Liberty Bankers Life Insurance Company, 1605 LBJ Freeway, Suite 710, Dallas, TX 75234. www.libertybankerslife.com.

LBL 15-XX

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Postcard Ads

LBL-3



**Avoid
Market Risk**

Product
0.00%
Product Information

Product
0.00%
Product Information

YOUR NAME
Contact Information

Single premium deferred annuities. Rate guaranteed for _ year contracts; should you choose to continue this annuity after the guarantee period, the minimum rate guarantee is 1.00% for contracts issued in 2015. Surrender charges. Excess withdrawals are subject to market value adjustments. The IRS may impose a penalty for withdrawals prior to age 59½. Rates effective mm/dd/yy and are subject to change. Annuities issued by Liberty Bankers Life Insurance Company, 1605 LBJ Freeway, Suite 710, Dallas, TX 75234. www.libertybankerslife.com. LBL 15-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

Single premium deferred annuities. Rate guaranteed for _ year contracts; should you choose to continue this annuity after the guarantee period, the minimum rate guarantee is 1.00% for contracts issued in 2015. Surrender charges. Excess withdrawals are subject to market value adjustments. The IRS may impose a penalty for withdrawals prior to age 59½. Rates effective mm/dd/yy and are subject to change. Annuities issued by Liberty Bankers Life Insurance Company, 1605 LBJ Freeway, Suite 710, Dallas, TX 75234. www.libertybankerslife.com. LBL 15-XX

Full Page Ads

LBL-5



**AVOID
MARKET RISK
FOR
RETIREMENT**

Product
0.00%
Product Information

YOUR NAME
Contact Information

Single premium deferred annuities. Rate guaranteed for _ year contracts; should you choose to continue this annuity after the guarantee period, the minimum rate guarantee is 1.00% for contracts issued in 2015. Surrender charges. Excess withdrawals are subject to market value adjustments. The IRS may impose a penalty for withdrawals prior to age 59½. Rates effective mm/dd/yy and are subject to change. Annuities issued by Liberty Bankers Life Insurance Company, 1605 LBJ Freeway, Suite 710, Dallas, TX 75234. www.libertybankerslife.com. LBL 15-XX

LBL-6

**AVOID
MARKET RISK**



YOUR NAME
Contact Information

Product
0.00%
Product Information

Product
0.00%
Product Information

Single premium deferred annuities. Rate guaranteed for _ year contracts; should you choose to continue this annuity after the guarantee period, the minimum rate guarantee is 1.00% for contracts issued in 2015. Surrender charges. Excess withdrawals are subject to market value adjustments. The IRS may impose a penalty for withdrawals prior to age 59½. Rates effective mm/dd/yy and are subject to change. Annuities issued by Liberty Bankers Life Insurance Company, 1605 LBJ Freeway, Suite 710, Dallas, TX 75234. www.libertybankerslife.com. LBL 15-XX

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SPWL Postcard Ads

LBL-7

Create a LEGACY

Tax-Efficient Wealth Transfer

- Income tax free death benefit
- Chronic and/or Terminal Illness benefits available immediately
- Benefits and values GUARANTEED to age 121
- Not subject to market risks
- No annual increasing cost of insurance
- Liquidity available via Surrender or Loans
- Quick and easy approval with NO medical exam

Your Name
Contact Information





LIBERTYLEGACY
Single Premium Whole Life Insurance
Guaranteed Benefits for Life
Very Competitive Face Amounts

LibertyLEGACY (Liberty Legacy ICC17-LBL-SPWL) is a Modified Endowment Contract (MEC). Not available in all states. Withdrawals and loans on a MEC are considered taxable to the extent that there is a gain on the contract. If withdrawals and other distributions are taken prior to age 59 1/2, a 10% federal tax penalty may apply. Unless surrendered, the policy is guaranteed to remain in force until the later of the insured's death or the maturity age of 121, at which time the net cash value will be paid. Death benefits and cash values will be reduced upon payment of an accelerated death benefit. Not insured by FDIC/NCUA or any federal government agency. A comprehensive description of the policy benefit, cost, exclusions, limitations, and terms is available upon request. Neither Liberty Bankers Life Insurance Company, nor its affiliates, nor any of its representatives may provide tax or legal advice.

LBL 17-XX

LBL-8

You can turn \$100,000 into \$206,611* in 15 minutes!

Tax-Efficient Wealth Transfer

- Income tax free death benefit
- Chronic and/or Terminal Illness benefits available immediately
- Benefits and values GUARANTEED to age 121
- Not subject to market risks
- No annual increasing cost of insurance
- Liquidity available via Surrender or Loans
- Quick and easy approval with NO medical exam

YOUR NAME
Contact Information



LIBERTYLEGACY
Single Premium Whole Life Insurance
Guaranteed Benefits for Life
Very Competitive Face Amounts
* Refers to increase in estate value. Premium shown for a female age 60, preferred rate class, non-tobacco

LibertyLEGACY (Liberty Legacy ICC17-LBL-SPWL) is a Modified Endowment Contract (MEC). Not available in all states. Withdrawals and loans on a MEC are considered taxable to the extent that there is a gain on the contract. If withdrawals and other distributions are taken prior to age 59 1/2, a 10% federal tax penalty may apply. Unless surrendered, the policy is guaranteed to remain in force until the later of the insured's death or the maturity age of 121, at which time the net cash value will be paid. Death benefits and cash values will be reduced upon payment of an accelerated death benefit. Not insured by FDIC/NCUA or any federal government agency. A comprehensive description of the policy benefit, cost, exclusions, limitations, and terms is available upon request. Neither Liberty Bankers Life Insurance Company, nor its affiliates, nor any of its representatives may provide tax or legal advice.

LBL 18-XX

SPWL Full Page Ads

LBL-9

Create a LEGACY

Tax-Efficient Wealth Transfer

- Income tax free death benefit
- Chronic and/or Terminal Illness benefits available immediately
- Benefits and values GUARANTEED to age 121
- Not subject to market risks
- No annual increasing cost of insurance
- Liquidity available via Surrender or Loans
- Quick and easy approval with NO medical exam

Your Name
Contact Information





LIBERTYLEGACY
Single Premium Whole Life Insurance
Guaranteed Benefits for Life
Very Competitive Face Amounts

LibertyLEGACY (Liberty Legacy ICC17-LBL-SPWL) is a Modified Endowment Contract (MEC). Not available in all states. Withdrawals and loans on a MEC are considered taxable to the extent that there is a gain on the contract. If withdrawals and other distributions are taken prior to age 59 1/2, a 10% federal tax penalty may apply. Unless surrendered, the policy is guaranteed to remain in force until the later of the insured's death or the maturity age of 121, at which time the net cash value will be paid. Death benefits and cash values will be reduced upon payment of an accelerated death benefit. Not insured by FDIC/NCUA or any federal government agency. A comprehensive description of the policy benefit, cost, exclusions, limitations, and terms is available upon request. Neither Liberty Bankers Life Insurance Company, nor its affiliates, nor any of its representatives may provide tax or legal advice.

LBL 17-XX

LBL-10


A Lifetime of Benefits One Payment


SECURE Your LEGACY

Tax-Efficient Wealth Transfer to Your Loved Ones

- Income tax free death benefit
- Chronic and/or Terminal Illness benefits available immediately
- Benefits and values GUARANTEED to age 121
- Not subject to market risks
- No annual increasing cost of insurance
- Liquidity available via Surrender or Loans
- Quick and easy approval with NO medical exam

YOUR NAME
Contact Information





LIBERTYLEGACY
Single Premium Whole Life Insurance
Guaranteed Benefits for Life
Very Competitive Face Amounts

LibertyLEGACY (Liberty Legacy ICC17-LBL-SPWL) is a Modified Endowment Contract (MEC). Not available in all states. Withdrawals and loans on a MEC are considered taxable to the extent that there is a gain on the contract. If withdrawals and other distributions are taken prior to age 59 1/2, a 10% federal tax penalty may apply. Unless surrendered, the policy is guaranteed to remain in force until the later of the insured's death or the maturity age of 121, at which time the net cash value will be paid. Death benefits and cash values will be reduced upon payment of an accelerated death benefit. Not insured by FDIC/NCUA or any federal government agency. A comprehensive description of the policy benefit, cost, exclusions, limitations, and terms is available upon request. Neither Liberty Bankers Life Insurance Company, nor its affiliates, nor any of its representatives may provide tax or legal advice.

LBL 17-XX

____/____/____
Date Submitted

Agent's Name (Please Print) _____ Agent # _____ Email Address _____

Product(s) Being Advertised (*Bankers Elite, Bankers and/or Liberty Series*) _____ Ad Slick # (*please refer to Ad Portfolio*) _____
(Please specify complete product names. For example: Bankers Elite 5, Bankers 7 Premier Liberty Choice, or SPWL - Liberty Legacy)

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, Etc.): _____

Name of Publication: _____

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 /The Capitol Life is unable to print ad slicks or postcards.

(This Section For Compliance Use Only)	
<input type="checkbox"/> Approved <input type="checkbox"/> Approved W/ Exceptions Noted <input type="checkbox"/> Revise and Resubmit <input type="checkbox"/> Not Approved	
Comments and Suggestions:	
Reviewed By	Date