

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.



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Vertical Banner Ads



annuity after the guarantee period, the minimum rate guarantee is 1.00% for contracts issued in 2015. Surremder charges. Excess withdrawals are subject to market value adjustments. The IRS may impose a penalty for withdrawals prior to age 59%. 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.



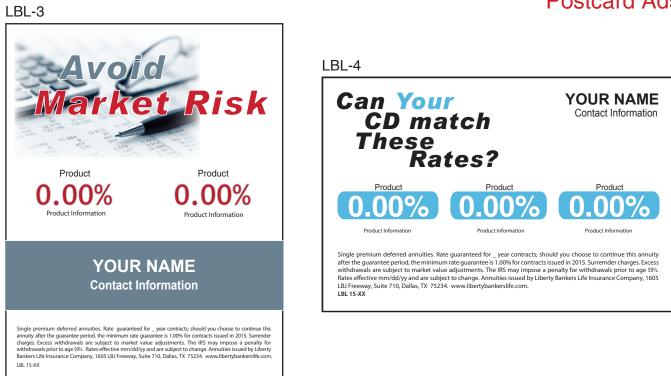
Product 0.00% Product Information

CALL TODAY! YOUR NAME 555-555-5555

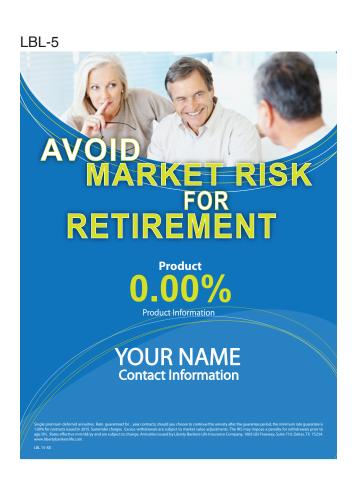
Single premium deferred annuities. Rate guaranteed for _ year contracts; should you choose to continue this annuity after the guarantee period, the minimum rate guarantee is 1.00% for contracts issued in 2015. Surremder charges. Excess withdrawals are subject to market value adjustments. The IRS may 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 15-XX







LBL-6 8KE<u>I 818</u>K YOUR NAME **Contact Information** Product 0.00% Product Information Product 0.00% Product Information

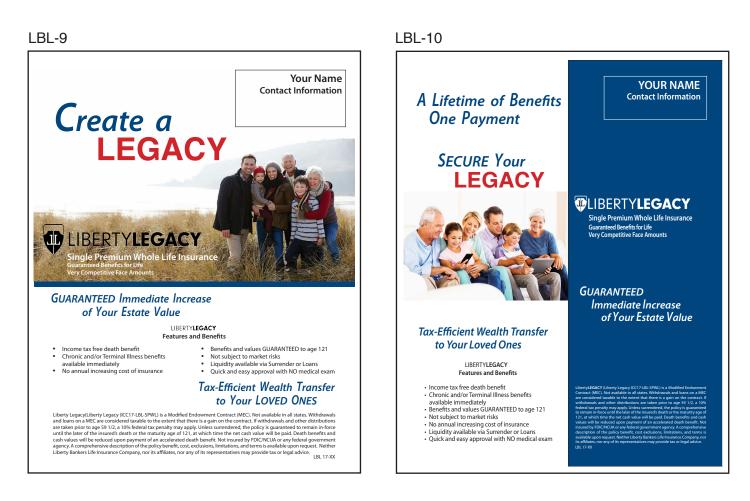
LBL 15-XX

Postcard Ads

SPWL Postcard Ads



SPWL Full Page Ads





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

Request For Advertising Approval Print Media

> / / Date Submitted

Agent's Name (Please Print)	Agent #	Email Address
Product(s) Being Advertised (Bankers Elite, Bankers a (Please specify complete product names. For ex	und/or Liberty Series) xample: Bankers Elite 5, Banka	Ad Slick # (please refer to Ad Portfolio) ers 7 Premier Liberty Choice, or SPWL - Liberty Legacy)
Ad will be used to solicit:	Date(s) of Usage (be sp	pecific):
List all Agents/Managers who will use this advertisem	ent:	
List all cities and states where it will run or be distribu	ted:	
Form of Advertising (Newspaper, Mailer, Etc.):		
Name of Publication:		
Requested format type: PDF JPEG H	Black and White \Box Colo	pr
Provide us with any disclosures your company require	s (use another sheet if need	ed):
Contact information to be placed on ad:		Send This Request To:
Name:		*
Address:		Liberty Bankers Life Insurance Company ATT: Submission & Compliance FAX: 254-751-0115
		800-274-4829
Email Address:		Advertising@LibertyBankersLife.com
Phone Number:		
This information must be filled out completely and su piece is to be used <u>regardless of prior approvals</u> . Keep		

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 Cor	npliance Use Only)		
□ Approved	□ Approved W/ Exceptions Noted	□ Revise and Resubmit	Not Approved
Comments and Sug	gestions:		
Reviewed By		Date	

LBL Ad Approval 0408 (updated 10/17)