Cigna

Supplemental Benefits

Advertising Material Review Request

Review of Materials Requires 5 – 10 Business Days

Name:_____ Phone Number/Extension:_____ Date:_____

Agent Number:_____ Fax Number:_____ Email:_____

Company: ☐ ARLIC ☐ CIGNA ☐ LOYAL ☐ Mrfcp]]]]]]] Products Marketing: _____

Advertising Form Number:_____ Policy Form Number:_____

Date of Proposed Use:_____ Agency Name/Sign-off:_____

Target Audience: ☐ Consumers ☐ Agents Only ☐ Home Office Purpose: ☐ Training ☐ Recruiting ☐ Sales ☐ Home Office

Format: ☐ Form ☐ Flyer ☐ Mailer ☐ Print Ad ☐ Brochure ☐ PPT Slides ☐ Web Content ☐ Other: _____
Web URL: _____

For Use In: ☐ All States ☐ AL ☐ AK ☐ AZ ☐ AR ☐ CA ☐ CO ☐ CT ☐ DE ☐ FL ☐ GA ☐ ID ☐ IL ☐ IN ☐ IA
☐ KS ☐ KY ☐ LA ☐ ME ☐ MD ☐ MA ☐ MI ☐ MS ☐ MN ☐ MO ☐ MT ☐ NE ☐ NV ☐ NH ☐ NJ ☐ NM ☐ NC
☐ ND ☐ OH ☐ OK ☐ OR ☐ PA ☐ SC ☐ SD ☐ TN ☐ TX ☐ UT ☐ VT ☐ VA ☐ WA ☐ WV ☐ WI ☐ WY

Please return form to CSBFieldComm@Cigna.com or fax to 512.590.6046. *Signature required only when approved.*

Home Office Use Only

Date Received:_____ Date Routed:_____ Date Returned:_____

"A" for Approved **"C" for Needs Correcting** **"N/A" for Not Applicable**

Clarity of Layout

☐ A ☐ C ☐ N/A ARLIC, CIGNA or LOYAL logo is clear, consistent and unaltered.
☐ A ☐ C ☐ N/A No symbols, designs, product names, phrases, etc. resemble any governmental materials.
☐ A ☐ C ☐ N/A Insurer name and form number are clearly visible.
☐ A ☐ C ☐ N/A Clearly identifies the offer as a brief description of insurance coverage.
☐ A ☐ C ☐ N/A All benefit packages are still valid and current.

Disclosure

☐ A ☐ C ☐ N/A Disclosure is written clearly for person of average intelligence.
☐ A ☐ C ☐ N/A Disclosure clearly modifies statement, marked either by a footnote or proximity to statement.

Text/Explanations

☐ A ☐ C ☐ N/A Trade names, phrases, terms are clearly defined or explained.
☐ A ☐ C ☐ N/A Claims and limitations are clearly and visibly labeled, does not put a "spin" on limitations.
☐ A ☐ C ☐ N/A All statements must be true and verifiable. Sources of statics are clearly cited.
☐ A ☐ C ☐ N/A Choice of coverage states that benefits and premiums will vary per coverage selected.
☐ A ☐ C ☐ N/A No implications of endorsement by any government office or official.
☐ A ☐ C ☐ N/A No disparaging implication towards any entity.

Offers

☐ A ☐ C ☐ N/A No exaggeration of benefits (Avoid: complete, comprehensive, unlimited, liberal, generous, tax free, extra cash, low cost, budget, cheap, new, unique, bonus, extra, special, etc.)
☐ A ☐ C ☐ N/A Does not imply that the policy will add to well being, financial status or happiness.
☐ A ☐ C ☐ N/A Does not contain any threatening language, embellishments, and exaggerations.
☐ A ☐ C ☐ N/A Does not imply that rates will not be available at a later date (special, limited time only, introductory periods).
☐ A ☐ C ☐ N/A If ad is an invitation to contract, it discloses terms and condition of renewability.

Other Corrections:_____

Route To:_____ Date:_____ **Route To**:_____ Date:_____
Marketing Compliance