

Personalized Marketing Materials

Ancillary AdMat Booklet

Choose the AdMats that work best for your business and we will customize them with your information.



Products represented in this booklet:

Accident SafeGuard

Critical Illness

Dental

Disability

Hospital SafeGuard

Term Life SafeGuard

Vision

Accident SafeGuard

Accidents sometimes need medical treatment.
Guard your budget from unexpected costs with this plan.



Accident SafeGuard pays you cash to use toward medical bills in the event of an accidental injury.

- ✓ Fixed cash benefits paid directly to you.
- ✓ Coverage pays no matter what provider you use.
- ✓ Coverage for services/treatments for accidents: doctor visits, ER visits, surgery, physical therapy, and more.

Let me show you how budget-friendly Accident SafeGuard can give you a cash cushion when accidents happen.

Contact me today for a FREE quote!

[Line 1 – Broker Name / Company]

[Line 2 – Company OR Phone Number]

[Line 3 – Phone Number OR website]

THIS PRODUCT PROVIDES LIMITED BENEFITS.

These plans are not major medical or comprehensive health insurance and do not provide the mandated coverage necessary to avoid a penalty under the Affordable Care Act. Accident SafeGuard is subject to health underwriting.

The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) and other insurers. For costs, benefits, exclusions, limitations, eligibility, and renewal terms, call the above broker and ask for a product brochure.

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44084c-[G/X]-0816



UnitedHealthcare
Golden Rule
Insurance Company

Type of Ad Mat: **Accident SafeGuard (Accident Indemnity)**

Part Number: **44084-[G/X]-0816** (black and white)

44084c-[G/X]-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Accident SafeGuard (Accident Indemnity)**

Part Number: **44084b-[G/X]-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



Ad Mats may not be altered. We are not responsible for advertisements that are altered and published in violation of NAIC guidelines and your state advertising regulations.

Due to the small point size of the disclaimer information, please use this ad at the provided size or larger. Reducing the ad will result in illegible type and be in violation of NAIC guidelines.

When you order Ad Mats, you must indicate the publication and date(s) when you plan to use the Ad Mats.

Ad Mats are not available in all states.

Accident SafeGuard

A Cash Cushion When Accidents Happen.

Accidents happen.

Accident SafeGuard pays you cash to use how you wish when accidents like burns, breaks, and concussions happen. You might not "plan" on an accident, but you can prepare with a cash cushion if one happens.



Contact me today for a FREE quote!

[Line 1 – Broker Name / Company]

[Line 2 – Company OR Phone Number]

[Line 3 – Phone Number OR website]

THIS PRODUCT PROVIDES LIMITED BENEFITS.

These plans are not major medical or comprehensive health insurance and do not provide the mandated coverage necessary to avoid a penalty under the Affordable Care Act. Accident SafeGuard is subject to health underwriting. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) and other insurers. For costs, benefits, exclusions, limitations, eligibility, and renewal terms, call the above broker and ask for more complete details of coverage.

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44084b-[G/X]-0816



UnitedHealthcare
Golden Rule
Insurance Company

Accident SafeGuard Premier

Nobody plans on having an accident, but you can plan on being covered in case one happens.

Would your finances be secure if an accident happened? Even with health insurance, the extras from an accidental injury can take a bite out of your budget. Guard your budget from unexpected medical costs with Accident SafeGuard Premier.



Accident SafeGuard Premier pays covered expenses resulting from qualifying accidental injuries.¹

- Coverage for Treatment of accidental injuries like burns, concussions, and fractures
- In- and Outpatient services like ER, ambulances, surgery and physical therapy
- Outpatient pharmacy prescriptions

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

Let me show you how budget-friendly Accident SafeGuard Premier can protect your wallet when accident strikes.

¹ After deductible, up to selected calendar-year benefit maximum.
Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure. These products provide limited benefits.
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44453c-[G/X]-0816



Type of Ad Mat: **Accident SafeGuard Premier**

Part Number: **44453-[G/X]-0816** (black and white)

44453c-[G/X]-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Accident SafeGuard Premier**

Part Number: **44453a-[G/X]-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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Nobody plans on having an accident, but you can plan on being covered in case one happens.

Would your finances be secure if an accident happened? Even with health insurance, the extras from an accidental injury can take a bite out of your budget. Guard your budget from unexpected medical costs with Accident SafeGuard Premier.



Accident SafeGuard Premier pays covered expenses resulting from qualifying accidental injuries.¹

- Coverage for Treatment of accidental injuries like burns, concussions, and fractures
- In- and Outpatient services like ER, ambulances, surgery and physical therapy
- Outpatient pharmacy prescriptions

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

Let me show you how budget-friendly Accident SafeGuard Premier can protect your wallet when accident strikes.

¹ After deductible, up to selected calendar-year benefit maximum.
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44453a-[G/X]-0816



Accident SafeGuard & Accident SafeGuard Premier

Guard your budget from unexpected costs with Accident SafeGuard.

Accidents can sometimes need medical treatment, and those medical bills can really add up when an injury strikes. **Accident SafeGuard** products can give you a cash cushion when accidents happen.



ACCIDENT SAFEGUARD
pays fixed cash benefits to you when you submit claims for qualifying accidental injuries.



ACCIDENT SAFEGUARD PREMIER
pays you, up to your chosen benefit maximum per person, for covered qualifying expenses.

Easy coverage at a budget-friendly price. Accidents happen – be prepared with Accident SafeGuard!

BOTH PLANS COVER ACCIDENTAL INJURIES LIKE:

- ▶ Burns
- ▶ Fractures
- ▶ Lacerations
- ▶ Concussions
- ▶ Dislocations, and more

AND INCLUDE COVERAGE FOR MEDICAL TREATMENT FOR ACCIDENTAL INJURIES:

- ▶ ER Visits
- ▶ Urgent Care Visits
- ▶ Surgery
- ▶ Physical Therapy
- ▶ Prescriptions, and more

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
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44454c-[G/X]-0816



Type of Ad Mat: **Accident SafeGuard / SafeGuard Premier**

Part Number: **44454-[G/X]-0816** (black and white)

44454c-[G/X]-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Accident SafeGuard / SafeGuard Premier**

Part Number: **44454a-[G/X]-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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Accident SafeGuard & Accident SafeGuard Premier

Guard your budget from unexpected costs with Accident SafeGuard.

Accidents can sometimes need medical treatment, and those medical bills can really add up when an injury strikes. **Accident SafeGuard** products can give you a cash cushion when accidents happen.

Coverage at a budget-friendly price. Accidents happen – be prepared with Accident SafeGuard!

PLANS COVER ACCIDENTAL INJURIES LIKE:

- ▶ Burns
- ▶ Fractures
- ▶ Lacerations
- ▶ Concussions
- ▶ Dislocations

AND INCLUDE COVERAGE FOR MEDICAL TREATMENT FOR ACCIDENTAL INJURIES:


- ▶ ER Visits
- ▶ Urgent Care Visits
- ▶ Surgery
- ▶ Physical Therapy
- ▶ Prescriptions, and more

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
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44454a-[G/X]-0816



LET'S FACE IT – KIDS ARE ACCIDENT PRONE.

Even when you think the house is perfectly child-proofed, kids always seem to find a way to get hurt. Or maybe your child plays sports, so cuts, sprains, and broken bones are a real possibility for your family.

Even with a health insurance plan, medical bills from accidents can add up. But with **Accident SafeGuard** and **Accident SafeGuard Premier**, you can help cushion your wallet and keep those inevitable accidents from breaking the bank.



ACCIDENT SAFEGUARD pays fixed cash benefits to you when you submit claims for qualifying accidental injuries.

ACCIDENT SAFEGUARD PREMIER pays you, up to your chosen benefit maximum per person, for covered qualifying expenses.

Both plans cover a variety of accidental injuries and provide coverage for treatments including ER visits, Urgent Care visits, surgery, and physical therapy.


Accidents happen – especially when you have kids. Be prepared with Accident SafeGuard!

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

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44455c-[G/X]-0816



Type of Ad Mat: **Accident SafeGuard /SafeGuard Premier**
Part Number: **44455-[G/X]-0816** (black and white)
44455c-[G/X]-0816 (full color: available only as PDF)
Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Accident SafeGuard /SafeGuard Premier**
Part Number: **44455a-[G/X]-0816** (black and white)
Actual Size: **4" x 4.5" Ad** (shown actual size)



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LET'S FACE IT – KIDS ARE ACCIDENT PRONE.

Even with a health insurance plan, medical bills from accidents can add up. But with **Accident SafeGuard** and **Accident SafeGuard Premier**, you can cushion your wallet and help keep those inevitable accidents from breaking the bank.



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ACCIDENT SAFEGUARD PREMIER pays you, up to your chosen benefit maximum per person, for covered qualifying expenses.

Both plans cover a variety of accidental injuries and provide coverage for treatments including ER visits, Urgent Care visits, surgery, and physical therapy.


Accidents happen – especially when you have kids. Be prepared with Accident SafeGuard!

Contact me today to find out more information and for a free quote!

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[Line 2 – Company OR Phone Number]
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Type of Ad Mat: **Critical Illness Plans**

Part Number: **44488-G-0816** (black and white)

44488c-G-0816 (full color: available only as PDF)

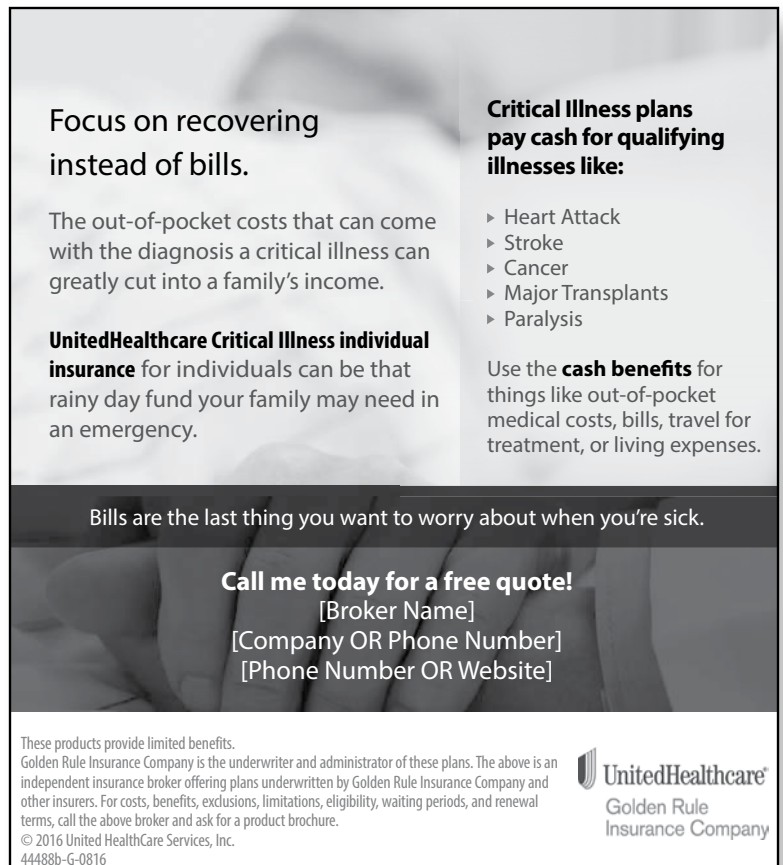
Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Critical Illness Plans**

Part Number: **44488b-G-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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Could you afford a major illness?

When you're seriously ill, the last things you want to worry about are bills.

Let **UnitedHealthcare Critical Illness individual insurance plans** be that rainy day fund you hope you'll never need.

Critical Illness insurance plans pay you cash for serious qualifying illnesses like:

- ▶ Heart Attack
- ▶ Stroke
- ▶ Life-Threatening Cancer
- ▶ Transplants
- ▶ Paralysis
- ▶ Loss of Hearing, Speech, or Vision

Use the cash benefits *how you want* – for **bills, living expenses, or out-of-pocket medical costs**. Critical Illness can affect anyone. Don't let it affect your family's savings, too.

Call me today for a free quote
[Broker Name]
[Company OR Phone Number]
[Phone Number OR Website]

These products provide limited benefits. Golden Rule Insurance Company is the underwriter and administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure. 44489c-G-0816 © 2016 United HealthCare Services, Inc.

UnitedHealthcare
 Golden Rule Insurance Company

Type of Ad Mat: **Critical Illness Plans**

Part Number: **44489-G-0816** (black and white)

44489c-G-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



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Type of Ad Mat: **Critical Illness Plans**

Part Number: **44489b-G-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



Could you afford a major illness?

When you're seriously ill, the last things you want to worry about are bills.

Let **UnitedHealthcare Critical Illness individual insurance plans** be that rainy day fund you hope you'll never need.

Critical Illness insurance plans pay you cash for serious qualifying illnesses:

- ▶ Heart Attack
- ▶ Stroke
- ▶ Life-Threatening Cancer
- ▶ Transplants
- ▶ Paralysis
- ▶ Loss of Hearing, Speech, or Vision

Use the cash benefits how you want – **bills, living expenses, or out-of-pocket medical costs**. Critical Illness can affect anyone. Don't let it affect your family's savings, too.

Call me today for a free quote
[Broker Name]
[Company OR Phone Number]
[Phone Number OR Website]

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UnitedHealthcare
 Golden Rule Insurance Company

HERE'S SOMETHING TO SMILE ABOUT...



UnitedHealthOne® dental plans can help keep those pearly whites bright without breaking the bank. Choose the insurance coverage that best fits your needs with one of our two dental plans - **Dental ValueSM** or **Dental PremierSM**.





- ▶ Preventive care covered with no deductible or waiting period
- ▶ Extensive network of dentists
▶ Coverage for basic and major services after waiting period
- ▶ Optional Vision benefit¹
▶ Family-friendly coverage regardless of age

Help keep your teeth healthy with a
UnitedHealthOne® dental insurance plan!

Call me today for a free quote!
[Broker Name]
[Company OR Phone Number]
[Phone Number OR Website]

¹ Availability varies by state.
UnitedHealthOne® is a brand representing the portfolio of insurance products offered to individuals and families through the UnitedHealthcare family of companies. Golden Rule Insurance Company is the underwriter and Dental Benefit Providers, Inc. is the administrator of these dental plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.
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UnitedHealthOne

Type of Ad Mat: **Dental 1 Plans**

Part Number: **44490-G-0816** (black and white)

44490c-G-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Dental 1 Plans**

Part Number: **44490b-G-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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HERE'S SOMETHING TO SMILE ABOUT...



UnitedHealthOne® dental plans can help keep those pearly whites bright without breaking the bank. Choose the insurance coverage that best fits your needs:
Dental ValueSM or **Dental PremierSM**.

- ▶ Preventive care covered with no deductible or waiting period
- ▶ Extensive network of dentists
- ▶ Coverage for basic and major services after waiting period
- ▶ Optional Vision benefit¹
- ▶ Family-friendly coverage regardless of age

Help keep your teeth healthy with a
UnitedHealthOne® dental insurance plan!

Call me today for a free quote!
[Broker Name]
[Company OR Phone Number]
[Phone Number OR Website]

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UnitedHealthOne



HERE'S SOMETHING TO SMILE ABOUT...

Get quality dental insurance coverage regardless of your age with a **UnitedHealthOne® Dental plan**. With **no age limitations**, even those covered by Medicare can apply!

UnitedHealthOne® dental plans feature:



- ▶ Preventive care covered
- ▶ Coverage for fillings, crowns, even dentures¹



- ▶ Exclusive network with access to many providers



- ▶ Family friendly coverage with \$150 deductible max

Medicare doesn't pay seniors' dental claims.
Apply for coverage with Golden Rule Insurance Company and begin protecting your smile today!

Call me today for a free quote!
[Broker Name]
[Company OR Phone Number]
[Phone Number OR Website]

¹Waiting periods apply.
UnitedHealthOne® is a brand representing the portfolio of insurance products offered to individuals and families through the UnitedHealthcare family of companies. Golden Rule Insurance Company is the underwriter and Dental Benefit Providers, Inc. is the administrator of these dental plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.
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UnitedHealthOne 

Type of Ad Mat: **Dental 1 Plans: Seniors**

Part Number: **44492-G-0816** (black and white)

44492c-G-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Dental 1 Plans: Seniors**

Part Number: **44492b-G-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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HERE'S SOMETHING TO SMILE ABOUT...

Get quality dental insurance coverage regardless of your age with a **UnitedHealthOne® Dental plan**. With **no age limitations**, even those covered by Medicare can apply!

UnitedHealthOne® dental plans feature:

- ▶ Preventive care covered
- ▶ Coverage for fillings, crowns, even dentures¹
- ▶ Network with access to many providers
- ▶ Family friendly coverage with \$150 deductible max

Call me today for a free quote!
[Broker Name]
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UnitedHealthOne 

Sink your teeth
into this...



From dental cleanings to root canals, sometimes it can be difficult to budget the expenses for your dental care. **UnitedHealthOne® dental plans** provide you the insurance coverage you need at a price that will make you smile.

- ▶ **Preventive Care Covered** – No Deductibles or Waiting Periods
- ▶ Coverage for **X-Rays, fillings, crowns and other services** after Waiting Period
- ▶ **2 Plan Types** to Fit Your Needs
- ▶ Dental Plans for **Any Age**
- ▶ **Optional Vision Benefit**¹

UnitedHealthOne® dental plans can help keep you smiling!



Call me today for a free quote!
[Broker Name]
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Sink your teeth
into this...



From dental cleanings to root canals, sometimes it can be difficult to budget the expenses for your dental care. **UnitedHealthOne® dental plans** provide you the insurance coverage you need at a price that will make you smile.

- ▶ **Preventive Care Covered** – No Deductibles or Waiting Periods
- ▶ **2 Plan Types** to Fit Your Needs
- ▶ Dental Plans for **Any Age**
- ▶ Coverage for **X-Rays, fillings, crowns and other services** after Waiting Period
- ▶ **Optional Vision Benefit**¹

UnitedHealthOne® dental plans can help keep you smiling!

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UnitedHealthOne



**HERE'S SOMETHING
TO SMILE ABOUT...**

Get quality dental insurance coverage regardless of your age with a **UnitedHealthOne® Dental plan**. With **no age limitations**, even those covered by Medicare can apply!

UnitedHealthOne® dental plans feature:



- Preventive care covered
- Coverage for fillings, crowns, even dentures¹



- Exclusive network with access to many providers



- Family friendly coverage with \$150 deductible max

Medicare doesn't pay seniors' dental claims.
Apply for coverage with Golden Rule Insurance Company and begin protecting your smile today!

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[Broker Name]
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UnitedHealthOne 

Type of Ad Mat: **Dental 2 Plans: Seniors**

Part Number: **44493-G-0816** (black and white)

44493c-G-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Dental 2 Plans: Seniors**

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**HERE'S SOMETHING
TO SMILE ABOUT...**

Get quality dental insurance coverage regardless of your age with a **UnitedHealthOne® Dental plan**. With **no age limitations**, even those covered by Medicare can apply!

UnitedHealthOne® dental plans feature:

- Preventive care covered
- Coverage for fillings, crowns, even dentures¹
- Network with access to many providers
- Family friendly coverage with \$150 deductible max

Call me today for a free quote!
[Broker Name]
[Company OR Phone Number]
[Phone Number OR Website]

¹Waiting periods apply.
UnitedHealthOne® is a brand representing the portfolio of insurance products offered to individuals and families through the UnitedHealthcare family of companies. Golden Rule Insurance Company is the underwriter and Dental Benefit Providers, Inc. is the administrator of these dental plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.
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UnitedHealthOne 

Dental Insurance



Here's something to smile about:

Keeping your smile beautiful doesn't have to break the bank!

It's important to take care of our teeth, but unfortunately, many people don't worry about their dental care until it's too late. Don't put off your next dental check-up – choose a **UnitedHealthcare individual dental plan** to provide you with the coverage you need at a price that will make you smile.

- ▶ Family-friendly dental plans for any age, including Medicare eligible
- ▶ Covered preventive care with no waiting period
- ▶ Coverage for X-rays, fillings, and more
- ▶ Large national network of dentists
- ▶ Optional vision rider¹

Keep those pearly whites bright with a **UnitedHealthcare dental plan**.

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

¹ Availability varies by state.
Golden Rule Insurance Company is the underwriter and Dental Benefit Providers, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.
44444c-G-0816 © 2016 United HealthCare Services, Inc.



UnitedHealthcare
Golden Rule Insurance Company

Type of Ad Mat: **Dental 2 Plans**

Part Number: **44444-G-0816** (black and white)

44444c-G-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Dental 2 Plans**

Part Number: **44444a-G-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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When you order Ad Mats, you must indicate the publication and date(s) when you plan to use the Ad Mats.

Ad Mats are not available in all states.

Dental Insurance



Here's something to smile about:

Keeping your smile beautiful doesn't have to break the bank!

Choose a **UnitedHealthcare individual dental plan** to provide you with the coverage you need at a price that will make you smile.

- ▶ Family-friendly dental plans for any age, including Medicare eligible
- ▶ Covered preventive care with no waiting period
- ▶ Coverage for X-rays, fillings, and more
- ▶ Large national network of dentists
- ▶ Optional vision rider¹

Keep those pearly whites bright with a **UnitedHealthcare dental plan**.

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

¹ Availability varies by state.
Golden Rule Insurance Company is the underwriter and Dental Benefit Providers, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.
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UnitedHealthcare
Golden Rule Insurance Company

Dental Insurance

Here's something to smile about:

Keeping your smile beautiful doesn't have to break the bank!

Dental care can be challenging to budget for. But UnitedHealthcare individual dental plans can provide you with the coverage and convenience you need to keep you smiling brightly.

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

UNITEDHEALTHCARE DENTAL PLANS FEATURE:

- Family friendly dental plans for any age
- No waiting period for preventive care
- Coverage for basic and major dental services¹
- Extensive national network of dentists
- Optional vision rider²

Keep those pearly whites bright with a UnitedHealthcare dental plan.

¹ Plan availability varies by state. ² Coverage varies by plan type. Golden Rule Insurance Company is the underwriter and Dental Benefit Providers, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure. © 2016 United HealthCare Services, Inc. 44452c-G-0816

UnitedHealthcare
Golden Rule Insurance Company

Type of Ad Mat: **Dental 2 Plans**

Part Number: **44452-G-0816** (black and white)

44452c-G-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



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When you order Ad Mats, you must indicate the publication and date(s) when you plan to use the Ad Mats.

Ad Mats are not available in all states.

Type of Ad Mat: **Dental 2 Plans**

Part Number: **44452a-G-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



Dental Insurance

Here's something to smile about:

Dental care can be challenging to budget for. But UnitedHealthcare individual dental plans can provide you with the coverage and convenience you need to keep you smiling brightly.

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

UNITEDHEALTHCARE DENTAL PLANS FEATURE:

- Family friendly dental plans for any age
- No waiting period for preventive care
- Coverage for basic and major dental services¹
- Extensive national network of dentists
- Optional vision rider²

Keep those pearly whites bright with a UnitedHealthcare dental plan.

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UnitedHealthcare
Golden Rule Insurance Company

Help protect your paycheck.

Could you pay your bills if you had an accident or sickness?



Having an accident can hurt, but not being able to pay your bills because you can't work hurts even more.

UnitedHealthcare Disability Insurance plans for individuals can help you cover expenses while you recover from a sickness or accident.

USE THE BENEFITS TO PAY FOR:

- ▶ Child care
- ▶ Mortgage/rent
- ▶ Utilities
- ▶ Car Payments
- ▶ Home Insurance, and more

CHOOSE THE COVERAGE THAT'S BEST FOR YOU:

Disability Income ProtectorSM – offers basic coverage in the event of total disability from an accident only.

Disability Income Protector PlusSM – gives more coverage for total disability from both accidents and sicknesses.

Don't let an accident or sickness damage your wallet too. Call me today for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

Golden Rule Insurance Company is the underwriter and administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure. 44494c-G-0816 © 2016 United HealthCare Services, Inc.

UnitedHealthcare
Golden Rule Insurance Company

Type of Ad Mat: **Disability Plans**

Part Number: **44494-G-0816** (black and white)

44494c-G-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Disability Plans**

Part Number: **44494b-G-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



Help protect your paycheck.

Could you pay your bills if you had an accident or sickness?



Having an accident can hurt, but not being able to pay your bills because you can't work hurts even more.

UnitedHealthcare Disability Insurance plans for individuals can help you cover expenses while you recover from a sickness or accident.

USE THE BENEFITS TO PAY FOR:

- ▶ Child care
- ▶ Mortgage/rent
- ▶ Utilities
- ▶ Car Payments
- ▶ Home Insurance, and more

Don't let an accident or sickness damage your wallet too. Call me today for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

Golden Rule Insurance Company is the underwriter and administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure. 44494b-G-0816 © 2016 United HealthCare Services, Inc.

UnitedHealthcare
Golden Rule Insurance Company

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Ad Mats are not available in all states.

If a **disability happens, would you be prepared?**



Disability is more common than you might think. **Over 1 in 4** of today's 20-year olds will become disabled before they retire.¹ Don't let an accident or sickness drain your finances.

UnitedHealthcare Disability Insurance plans for individuals helps pay your bills while you recover from a qualifying sickness or accident.

The benefits can be used to pay for expenses like **child care, mortgage/rent, food, home insurance, car payments, and more.**



Benefits paid
directly to you



Choose to receive **benefits**
for **1, 2 or 5 years**



Coverage for **accident only**
or **accident and sickness**

Help lessen the financial burden that a disability can bring with **Disability Income ProtectorSM** and **Disability Income Protector PlusSM**

CALL ME TODAY FOR A FREE QUOTE!

[Line 1 - Broker Name / Company]

[Line 2 - Company OR Phone Number]

[Line 3 - Phone Number OR Website]

¹ U.S. Social Security Administration, Fact Sheet, October 13, 2015.
Golden Rule Insurance Company is the underwriter and administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.
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Type of Ad Mat: **Disability Plans**

Part Number: **44495-G-0816** (black and white)

44495c-G-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Disability Plans**

Part Number: **44495b-G-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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UnitedHealthcare Disability Insurance for individuals helps pay your bills while you recover from a qualifying sickness or accident.

The benefits can be used to pay for expenses like **child care, mortgage/rent, food, home insurance, car payments, and more.**

CALL ME TODAY FOR A FREE QUOTE!

[Line 1 – Broker Name / Company]

[Line 2 – Company OR Phone Number]

[Line 3 – Phone Number OR website]

¹ U.S. Social Security Administration, Fact Sheet, October 13, 2015.
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Hospital SafeGuard

Cash when you need it most.



Fill the gaps in your medical coverage with a plan that pays you cash for planned or unexpected hospital stays.

- ✓ Pays cash for an inpatient hospital stay, including ICU
- ✓ Benefit pays regardless of hospital choice
- ✓ Benefit pays with first claim; no deductibles to meet

Budget-friendly Hospital SafeGuard [and Hospital SafeGuard Premier work] works with your health coverage to help with personal expenses that come from a hospital stay.

Contact me today for a FREE quote!

[Line 1 – Broker Name / Company]

[Line 2 – Company OR Phone Number]

[Line 3 – Phone Number OR website]

THESE PRODUCTS PROVIDE LIMITED BENEFITS. ACA-compliant Minimum Essential Coverage is required to qualify for Hospital SafeGuard [and Hospital SafeGuard Premier]. These plans are not major medical or comprehensive health insurance and do not provide the mandated coverage necessary to avoid a penalty under the Affordable Care Act.

Hospital SafeGuard [and Hospital SafeGuard Premier are/] is subject to health underwriting. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company [or UnitedHealthcare Life Insurance Company] and other insurers. For costs, benefits, exclusions, limitations, eligibility, and renewal terms, call the above broker and ask for a product brochure.

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44082c-[G/X]-0816



UnitedHealthcare®
Golden Rule
Insurance Company

Type of Ad Mat: **Hospital SafeGuard (Hospital Indemnity)**

Part Number: **44082-[G/X]-0816** (black and white)

44082c-[G/X]-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Hospital SafeGuard (Hospital Indemnity)**

Part Number: **44082b-[G/X]-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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Ad Mats are not available in all states.

Hospital SafeGuard

Can you afford a hospital stay?

Even with health insurance, an unexpected hospital stay can make medical costs add up quickly. Be ready with a plan that pays you cash for inpatient hospital stays, including ICU. Budget-friendly Hospital SafeGuard works with your current health coverage to help with personal expenses from a hospital stay.



Contact me today for a FREE quote!

[Line 1 – Broker Name / Company]

[Line 2 – Company OR Phone Number]

[Line 3 – Phone Number OR website]

THIS PRODUCT PROVIDES LIMITED BENEFITS.

ACA-compliant Minimum Essential Coverage is required to qualify for Hospital SafeGuard [and Hospital SafeGuard Premier]. These plans are not major medical or comprehensive health insurance and do not provide the mandated coverage necessary to avoid a penalty under the Affordable Care Act. Hospital SafeGuard [and Hospital SafeGuard Premier are/] is subject to health underwriting. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company [or UnitedHealthcare Life Insurance Company] and other insurers. For costs, benefits, exclusions, limitations, eligibility, and renewal terms, call the above broker and ask for more complete details of coverage.

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UnitedHealthcare®
Golden Rule
Insurance Company

HOSPITAL STAYS CAN BE EXPENSIVE.

Even with insurance, bills may have high out-of-pocket costs. **Hospital SafeGuard** and **Hospital SafeGuard Premier** from [Golden Rule Insurance Company] can help make the costs associated with a hospital stay a bit more manageable.

Hospital SafeGuard can help ease your hospital expenses by paying you cash for inpatient hospital stays, including ICU.





Hospital SafeGuard Premier pays a fixed amount per day for hospital confinements, including ICU, surgeries, anesthesia and other qualified medical services.



Hospital SafeGuard pays a fixed amount per day for hospital confinements for a lower premium than Hospital SafeGuard Premier.

CASH BENEFITS ARE PAID:

- In a lump sum directly to insured
- Regardless of hospital choice
- With first eligible claim – no deductible to meet



A hospital stay is scary enough. Don't let the additional bills from your stay alarm you as well.
Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

Product names vary by state. These products provide limited benefits. Minimum Essential Coverage is required. Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure. 44496c-[G/X]-0816 © 2016 United HealthCare Services, Inc.



UnitedHealthcare
Golden Rule Insurance Company

Type of Ad Mat: **Hospital SafeGuard (Hospital Indemnity)**
Part Number: **44496-[G/X]-0816** (black and white)
44496c-[G/X]-0816 (full color: available only as PDF)
Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Hospital SafeGuard (Hospital Indemnity)**
Part Number: **44496b-[G/X]-0816** (black and white)
Actual Size: **4" x 4.5" Ad** (shown actual size)



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Ad Mats are not available in all states.

HOSPITAL STAYS CAN BE EXPENSIVE.

Even with insurance, bills may have high out-of-pocket costs. **Hospital SafeGuard** and **Hospital SafeGuard Premier** from [Golden Rule Insurance Company] can help make costs associated with a hospital stay a bit more manageable.


Hospital SafeGuard can help ease your hospital expenses by paying you cash for inpatient hospital stays, including ICU.



Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

These products provide limited benefits. Minimum Essential Coverage is required. Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure. 44496b-[G/X]-0816 © 2016 United HealthCare Services, Inc.



UnitedHealthcare
Golden Rule Insurance Company

Term Life SafeGuard

Your family depends on you.



Term Life SafeGuard offers budget-friendly life insurance.

- ✓ 10- or 20-year coverage term.
- ✓ No medical exam required.
- ✓ Optional Critical Illness Benefit pays cash for a serious qualifying illness.

Losing a loved one can be an emotional burden. See how this budget-friendly coverage might be right for you and your family.

Contact me today for a FREE quote!

[Line 1 – Broker Name / Company]

[Line 2 – Company OR Phone Number]

[Line 3 – Phone Number OR website]

THIS PRODUCT PROVIDES LIMITED BENEFITS.

These plans are not major medical or comprehensive health insurance and do not provide the mandated coverage necessary to avoid a penalty under the Affordable Care Act. Term Life SafeGuard is subject to health underwriting. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company [or UnitedHealthcare Life Insurance Company] and other insurers. For costs, benefits, exclusions, limitations, eligibility, and renewal terms, call the above broker and ask for a product brochure.
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44083c-[G/X]-0816



Type of Ad Mat: **Term Life SafeGuard**

Part Number: **44083-[G/X]-0816** (black and white)

44083c-[G/X]-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Term Life SafeGuard**

Part Number: **44083b-[G/X]-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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Term Life SafeGuard

- ✓ Budget-friendly life insurance coverage for 10- or 20-year term.
 - ✓ No medical exam required.
 - ✓ Optional Critical Illness Benefit pays cash for a serious qualifying illness.
- Losing a loved one can be an emotional burden. See how this budget-friendly coverage might be right for you and your family.



Contact me today for a FREE quote!

[Line 1 – Broker Name / Company]

[Line 2 – Company OR Phone Number]

[Line 3 – Phone Number OR website]

THIS PRODUCT PROVIDES LIMITED BENEFITS.

These plans are not major medical or comprehensive health insurance and do not provide the mandated coverage necessary to avoid a penalty under the Affordable Care Act. Term Life SafeGuard is subject to health underwriting. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company [or UnitedHealthcare Life Insurance Company] and other insurers. For costs, benefits, exclusions, limitations, eligibility, and renewal terms, call the above broker and ask for more complete details of coverage.
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Plan today to help protect tomorrow.



TERM LIFE SAFEGUARD
offers budget-friendly life insurance coverage to help your loved ones after you're gone.

 **Budget-friendly** life insurance coverage for 10- or 20-year term

 **No medical exam** required

 **Optional Critical Illness Benefit** pays you cash in the event of a qualifying illness

Would your family be financially secure in the event of your death? It's something no one wants to think about, yet we should all be prepared for.

Losing a loved one is hard. Give them one less thing to worry about with **Term Life SafeGuard**.

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

Term Life Insurance for Individuals and Families.
These products provide limited benefits. Plans are subject to health underwriting. Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.
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 **UnitedHealthcare**
Golden Rule Insurance Company

Type of Ad Mat: **Term Life SafeGuard**

Part Number: **44497-[G/X]-0816** (black and white)

44497c-[G/X]-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Term Life SafeGuard**

Part Number: **44497b-[G/X]-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)




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When you order Ad Mats, you must indicate the publication and date(s) when you plan to use the Ad Mats.

Ad Mats are not available in all states.

Plan today to help protect tomorrow.



Budget-friendly life insurance coverage for 10- or 20-year term

No medical exam required

Optional Critical Illness Benefit pays you cash in the event of a qualifying illness


Would your family be financially secure in the event of your death? It's something no one wants to think about, yet we should all be prepared for.

Losing a loved one is hard. Give them one less thing to worry about with **Term Life SafeGuard**.

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

These products provide limited benefits. Plans are subject to health underwriting. Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.
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 **UnitedHealthcare**
Golden Rule Insurance Company

Keep your vision in check
so you can focus on the details.



Get an allowance for either glasses
or contacts or for both glasses and
contacts every 12 months. Our vision
insurance plans also cover an eye exam
at a network provider for a \$10 copay.

Contact me today for a free quote!
[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

Vision Plans for Individuals & Families

Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and Spectera, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.
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44509c-[G/X]-0816



Golden Rule
Insurance Company

Type of Ad Mat: **Vision**

Part Number: **44509-[G/X]-0816** (black and white)

44509c-[G/X]-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Vision**

Part Number: **44509b-[G/X]-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



Keep your vision in check
so you can focus on the details.



Get an allowance for either glasses
or contacts or for both glasses and
contacts every 12 months.
Our vision insurance plans also cover
an eye exam at a network provider
for a \$10 copay.

Contact me today for a free quote!
[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and Spectera, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.
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Golden Rule
Insurance Company

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Ad Mats are not available in all states.

Vision Insurance Designed For You



Our provider network offers quality care from professionals in private and retail settings across the country. Plus no waiting periods and no maximum age limit (adults over age 65 are eligible). Choose a plan that offers coverage for glasses or contacts (Plan A) or both (Plan B). Use network providers to get the most savings.

Contact me today for a FREE quote!

[Line 1 – Broker Name / Company]

[Line 2 – Company OR Phone Number]

[Line 3 – Phone Number OR website]

Vision Plans for Individuals & Families

Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and Spectra, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.

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UnitedHealthcare®
Golden Rule
Insurance Company

Type of Ad Mat: **Vision**

Part Number: **44510-[G/X]-0816** (black and white)

44510c-[G/X]-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Vision**

Part Number: **44510b-[G/X]-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



Vision Insurance Designed For You



Our provider network offers quality care from professionals in private and retail settings across the country. Plus no waiting periods and no maximum age limit (adults over age 65 are eligible). Choose a plan that offers coverage for glasses or contacts (Plan A) or both (Plan B). Use network providers to get the most savings.

Contact me today for a FREE quote!

[Line 1 – Broker Name / Company]

[Line 2 – Company OR Phone Number]

[Line 3 – Phone Number OR website]

Ad Mats may not be altered. We are not responsible for advertisements that are altered and published in violation of NAIC guidelines and your state advertising regulations.

Due to the small point size of the disclaimer information, please use this ad at the provided size or larger. Reducing the ad will result in illegible type and be in violation of NAIC guidelines.

When you order Ad Mats, you must indicate the publication and date(s) when you plan to use the Ad Mats.

Ad Mats are not available in all states.

Vision Plans for Individuals & Families

Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and Spectra, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.

© 2016 United HealthCare Services, Inc.



UnitedHealthcare®
Golden Rule
Insurance Company

Mirror, mirror on the wall...



Find your fairest look of them all!
(with a vision insurance plan that pays for glasses and contacts.)

Choose the look that suits you from day to day. UnitedHealthcare vision for individuals and families gives you an allowance for contacts and/or eyeglasses every 12 months. Don't limit your look — choose coverage that gives you more options!

Contact me today for a FREE quote!

[Line 1 – Broker Name / Company]

[Line 2 – Company OR Phone Number]

[Line 3 – Phone Number OR website]

Vision Plans for Individuals & Families

Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and Spectera, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.

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44511c-[G/X]-0816



Type of Ad Mat: **Vision**

Part Number: **44511-[G/X]-0816** (black and white)

44511c-[G/X]-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Vision**

Part Number: **44511b-[G/X]-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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When you order Ad Mats, you must indicate the publication and date(s) when you plan to use the Ad Mats.

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Mirror, mirror on the wall...



Find your fairest look of them all!
(with a vision insurance plan that pays for glasses and contacts.)

Choose the look that suits you from day to day. UnitedHealthcare vision for individuals and families gives you an allowance for contacts and/or eyeglasses every 12 months. Don't limit your look — choose coverage that gives you more options!

Contact me today for a FREE quote!

[Line 1 – Broker Name / Company]

[Line 2 – Company OR Phone Number]

[Line 3 – Phone Number OR website]

Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and Spectera, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.
© 2016 United HealthCare Services, Inc.
44511b-[G/X]-0816





Set your sights on selection.

Customize your vision insurance plan for your needs. We have the coverage you're looking for whether you prefer glasses over contacts or like to change up your look from day to day. Eye exams from network providers are covered for a \$10 copay.

Choose the plan that fits you!

Plan A: Get an allowance for either glasses or contacts every 12 months.

Plan B: Get an allowance for both glasses and contacts every 12 months.

Contact me today for a FREE quote!

[Line 1 – Broker Name / Company]

[Line 2 – Company OR Phone Number]

[Line 3 – Phone Number OR website]

Vision Plans for Individuals & Families

Golden Rule Insurance Company [or UnitedHealthcare Life Insurance Company] is the underwriter and Spectera, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.

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44512c-[G/X]-0816

UnitedHealthcare®
Golden Rule Insurance Company

Type of Ad Mat: **Vision**

Part Number: **44512-[G/X]-0816** (black and white)

44512c-[G/X]-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



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Type of Ad Mat: **Vision**

Part Number: **44512b-[G/X]-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)




Set your sights on selection.

Customize your vision insurance plan for your needs. We have the coverage you're looking for whether you prefer glasses over contacts or like to change up your look from day to day. Eye exams from network providers are covered for a \$10 copay.

Choose the plan that fits you!

Plan A: Get an allowance for either glasses or contacts every 12 months.

Plan B: Get an allowance for both glasses and contacts every 12 months.

Contact me today for a FREE quote!

[Line 1 – Broker Name / Company]

[Line 2 – Company OR Phone Number]

[Line 3 – Phone Number OR website]

Golden Rule Insurance Company [or UnitedHealthcare Life Insurance Company] is the underwriter and Spectera, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.

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44512b-[G/X]-0816

UnitedHealthcare®
Golden Rule Insurance Company



Set your sights on selection.

Customize your vision insurance plan for your needs. We have the coverage you're looking for whether you prefer glasses, contacts, or both. Eye exams from network providers are covered for a \$10 copay. And with UnitedHealthcare vision plans for individuals and families, there are no age limitations - ideal for those who are Medicare eligible.

Choose the plan that fits you!
Plan A: Get an allowance for either glasses or contacts every 12 months.
Plan B: Get an allowance for both glasses and contacts every 12 months.

Contact me today for a FREE quote!
[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

Vision Plans for Individuals & Families
Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and Spectera, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.
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44513c-[G/X]-0816



Type of Ad Mat: **Vision**

Part Number: **44513-[G/X]-0816** (black and white)

44513c-[G/X]-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Vision**

Part Number: **44513b-[G/X]-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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Set your sights on selection.

Customize your vision insurance plan for your needs. We have the coverage you're looking for whether you prefer glasses, contacts, or both. Eye exams from network providers are covered for a \$10 copay. And with UnitedHealthcare vision plans for individuals and families, there are no age limitations - ideal for those who are Medicare eligible.

Choose the plan that fits you!
Plan A: Get an allowance for either glasses or contacts every 12 months.
Plan B: Get an allowance for both glasses and contacts every 12 months.


Contact me today for a FREE quote!
[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]


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44513b-[G/X]-0816




KEEP SEEING CLEARLY with UnitedHealthcare Vision for Individuals and Families

Keep an eye on your vision with UnitedHealthcare vision insurance for individuals and families. Get the coverage you need for glasses, contacts, or both, with **NO waiting periods**.

 \$10 Copay for In-Network Eye Exams

 Coverage for Glasses, Contacts, or Both, Once Every 12 Months

 Vision Coverage for Any Age¹


Plus, with a vision plan from UnitedHealthcare, you have access to **discounted laser vision correction** procedures through Laser Vision Network of America.

UnitedHealthcare vision plans are more than meets the eye - get vision coverage at a **budget-friendly price** today!

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

¹ The primary insured must be at least 18 years of age or older. Some states require a 12 month commitment to coverage. See product brochure for details. Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and Spectra, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure. These products provide limited benefits. © 2016 United HealthCare Services, Inc. 44514c-[G/X]-0816

 **UnitedHealthcare**
Golden Rule Insurance Company

Type of Ad Mat: **Vision**

Part Number: **44514-[G/X]-0816** (black and white)

44514c-[G/X]-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Vision**

Part Number: **44514b-[G/X]-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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KEEP SEEING CLEARLY with UnitedHealthcare Vision for Individuals and Families

Keep an eye on your vision with UnitedHealthcare vision insurance for individuals and families. Get the coverage you need for glasses, contacts, or both, with **NO waiting periods**.

 \$10 Copay for In-Network Eye Exams


 Coverage for glasses, contacts, or both, once every 12 months

 Vision Coverage for Any Age¹

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

¹ The primary insured must be at least 18 years of age or older. Some states require a 12 month commitment to coverage. See product brochure for details. Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and Spectra, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure. These products provide limited benefits. © 2016 United HealthCare Services, Inc. 44514b-[G/X]-0816

 **UnitedHealthcare**
Golden Rule Insurance Company




UnitedHealthcare Vision plans for Individuals and Families


More than meets the eye.

Your eyes. They are the window to your...health. Not only can eye exams help doctors maintain your vision through the prescription of contacts and eyeglasses, they can also help doctors diagnose health conditions like glaucoma, diabetic eye disease, and even high blood pressure and high cholesterol.


Keep seeing clearly with UnitedHealthcare. Get the vision coverage you need for glasses, contacts, or both, with **no waiting periods.**



\$10 Copay for In-Network Eye Exams



Coverage for Glasses, Contacts, or Both, Once Every 12 Months



Vision Coverage for Any Age¹


Plus, with UnitedHealthcare vision plans, you have access to **discounted laser vision correction** procedures through Laser Vision Network of America.

Protect those peepers - get vision coverage at a **budget-friendly price** with UnitedHealthcare!

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

¹The primary insured must be at least 18 years of age or older. Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and Spectra, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure. These products provide limited benefits.
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44515c-[G/X]-0816



Type of Ad Mat: **Vision**

Part Number: **44515-[G/X]-0816** (black and white)

44515c-[G/X]-0816 (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Vision**

Part Number: **44515b-[G/X]-0816** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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When you order Ad Mats, you must indicate the publication and date(s) when you plan to use the Ad Mats.

Ad Mats are not available in all states.



UnitedHealthcare Vision plans for Individuals and Families

More than meets the eye.

Your eyes. They are the window to your...health. Not only can eye exams help doctors maintain your vision through the prescription of contacts and eyeglasses, they can also help doctors diagnose health conditions like glaucoma, diabetic eye disease, and even high blood pressure and high cholesterol.

Keep seeing clearly with UnitedHealthcare. Get the vision coverage you need for glasses, contacts, or both, with **no waiting periods.**



\$10 Copay for In-Network Eye Exams



Coverage for Glasses, Contacts, or Both, Once Every 12 Months




Vision Coverage for Any Age¹

Contact me today to find out more information and for a free quote!

[Line 1 – Broker Name / Company]
[Line 2 – Company OR Phone Number]
[Line 3 – Phone Number OR website]

¹The primary insured must be at least 18 years of age or older. Some states require a 12 month commitment to coverage. See product brochure for details. Golden Rule Insurance Company (or UnitedHealthcare Life Insurance Company) is the underwriter and Spectra, Inc. is the administrator of these plans. The above is an independent insurance broker offering plans underwritten by Golden Rule Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure. These products provide limited benefits.
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44515b-[G/X]-0816



Ad Mat Order Form — Ancillary Products

(Excluding social media sites)

Producer Information: Producer must be licensed in the state where the ad will run or flyers are used.

If different than state listed below, please provide state here: _____

Ad Mat will be sent to the address listed below. *Please note we cannot ship to PO Boxes.*

Producer Name _____

Address _____

City _____ State _____ ZIP Code _____

Phone _____ Email _____

Producer ID No. _____ If from FL, also list FL License No. _____

Please provide the date(s) that Flyers are to be distributed -OR- Ad is scheduled to appear:

(Be specific—Most Ad Mats are only good for 6 months; Ad Mats with rates change at the end of each quarter.)

Date(s) Producer plans to distribute Flyers -AND/OR- run the Ad : ____/____/____ through ____/____/____

Maximum printed flyers allowed is 1,000 per month. All Print Requests Will Be Filled as B/W. Please specify the part number listed on the bottom of each Ad Mat in Ad Mat Order Form Packet (Example: xxxxx-x-0412 B/W Flyer; xxxxxa-x-0412 Ad; xxxxxc-X-0412 Color.)

Ad Mat Requested (Specify Part No. on line below):

Part Number:	Size	Color	Type	Quantity
_____	<input type="checkbox"/> 8.5" x 11" Flyer	<input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> Print (only B/W available)	_____
	<input type="checkbox"/> *4.5" x 4" Ad	<input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> PDF (Color via Email)	N/A for Color
_____	<input type="checkbox"/> 8.5" x 11" Flyer	<input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> Print (only B/W available)	_____
	<input type="checkbox"/> *4.5" x 4" Ad	<input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> PDF (Color via Email)	N/A for Color
_____	<input type="checkbox"/> 8.5" x 11" Flyer	<input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> Print (only B/W available)	_____
	<input type="checkbox"/> *4.5" x 4" Ad	<input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> PDF (Color via Email)	N/A for Color
_____	<input type="checkbox"/> 8.5" x 11" Flyer	<input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> Print (only B/W available)	_____
	<input type="checkbox"/> *4.5" x 4" Ad	<input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> PDF (Color via Email)	N/A for Color
_____	<input type="checkbox"/> 8.5" x 11" Flyer	<input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> Print (only B/W available)	_____
	<input type="checkbox"/> *4.5" x 4" Ad	<input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> PDF (Color via Email)	N/A for Color
_____	<input type="checkbox"/> 8.5" x 11" Flyer	<input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> Print (only B/W available)	_____
	<input type="checkbox"/> *4.5" x 4" Ad	<input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> PDF (Color via Email)	N/A for Color

***If Ad Mat is to be reproduced by a Publication/Newspaper, please provide the following.**

This information must be received or the Ad Mat order cannot be filled.

Name of Publication(s) _____

City and State of Publication(s) _____

You are allowed up to three lines on an Ad Mat. One of those lines must be your phone number. We will not print addresses. Typically, these lines contain your name, agency name, and phone number only OR your name, phone number and email address. Please type or print your three lines of text in the spaces provided below.

In FL, the ad must include your FL License No.

Line (1) _____

Line (2) _____

Line (3) _____

Some Ad Mats shown may offer these options:

☐ Check here if requested Ad Mat shows sample Rates —

The following must be supplied to generate rate quote.

☐ Male ☐ Female Age _____

ZIP Code _____ Effective Date ____/____/____

Specific Plan _____

Deductible _____ Coinsurance _____

44123-X-0216

Return to: UnitedHealthOneSM
Broker Sales
Attn: Ad Mat Department
7440 Woodland Drive
Indianapolis, IN 46278-1719
FAX (317) 715-7260

For In-House Use Only: Date received ____/____/____