

New Era Life and Philadelphia American Life Insurance Company



Still Time To Qualify! Summer Bonus Campaign

Qualifications (Personal Production ONLY!)

1. Life Insurance (excluding ADB & other riders), Annuities, Medicare Supplement and other A&H Products.
2. Applications submitted and received from **February 1, 2012 through July 6, 2012.**
3. Policies must be issued and paid for **before July 14, 2012.**

Qualifying Premium

1. \$1.00 annualized life premium equals \$1.00 qualifying premium
2. \$1.00 single annuity equals \$.06 of qualifying premium (Internal Exchanges count 50%)
3. \$1.00 of annualized premium for Medicare Supplement, Health Saver Plus 1 and 24Hr Enhanced Accident equals \$1.00 qualifying premium
4. \$1.00 of annualized premium for other A&H products including Cancermax equals \$.80 qualifying premium
5. Brand New Business ONLY (no conversions)
6. Open Enrollment Business counts 50% qualifying premium

Cash Rewards

Qualifying Premium	Cash Reward
Over \$55,000	\$ 1,000
\$45,000 to \$54,999	\$ 750
\$35,000 to \$44,999	\$ 500
\$25,000 to \$34,999	\$ 250

An additional \$500 each to the **TOP Health Producer and
Top Annuity Producer. Good luck!**



MESSAGE FROM THE PRESIDENT

We are a consumer-oriented company specializing in the needs of our policyholders. Our philosophy is based on the promotion of family concepts between policyholders, employees and agents, and our reputation is based on honesty and integrity.

We are striving to provide insurance products that will strengthen our marketing position and make available to your clients affordable products. Our L-18, the Individual Whole Life Plan or Final Expense Plan, is such a product. You have asked and we are responding by enhancing the L-18. We are excited to tell you that the L-18 will be available on an e-application, and expect it to be on the website July 1, 2012. Also, we will be adding a List Bill option that is currently not available (ONLY 3 applications needed to establish the List Bill).

