



LTCi Marketing & Promotional Tools

From the American Association for Long-Term Care Insurance



UPDATED ANNUALLY

BUSINESS OWNERS GUIDE TO LTCI

Explain the tax deductibility rules to self-employed and small business owners. Over 1 million copies used to date. 50 copies per package



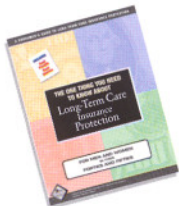
1 QUESTION TO ASK

Effective messages to convince prospects in their 40s and 50s of the importance of buying now. 50 copies per package



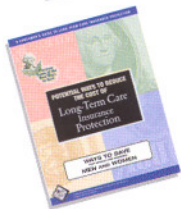
7 WAYS TO SAVE

A powerful consumer brochure to generate more prospects who want to save money when buying LTCi protection. 50 copies per package



CONSUMER'S GUIDE MEN & WOMEN IN THEIR 40s & 50s

Eight-page full color brochure packed with powerful messages for younger prospects. 50 copies per package



CONSUMER'S GUIDE POTENTIAL WAYS TO REDUCE COST

Eight-page full color brochure packed explains discounts available on LTC insurance. 50 copies per package



GUIDE FOR FINANCIAL PLANNERS & ADVISORS

Eight-page full color brochure to establish professional alliances with local planners. 50 copies per package

BROCHURE PRICING

1 pack	\$ 35.00	4 packs	\$132.00	7 packs	\$231.00
2 packs	\$ 68.00	5 packs	\$165.00	8 packs	\$264.00
3 packs	\$102.00	6 packs	\$198.00	9 packs	\$297.00

subject to change

SHIPPING & HANDLING

Brochures are shipped UPS ground

1 pack	\$ 8.00
2-3 packs	\$10.00
4-6 packs	\$12.00
7-9 packs	\$18.00

Over 9 - Call for UPS Pricing

SEE ALL AVAILABLE LTCi SALES & MARKETING TOOLS

ORDER ONLINE www.AALTCI.org

Click on 'LTCi Resources' and then 'Marketing Tools'

ORDER FORM / MEMBERSHIP APPLICATION

Complete And Mail With Your Check Payable To American Association for Long-Term Care Insurance

PLEASE PRINT CLEARLY: USE SEPARATE PAPER IF YOU PREFER

Name _____

Agency Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

JOIN AALTCI

- | | |
|--|---|
| <input type="checkbox"/> I wish to join AALTCI | <input type="checkbox"/> I am a member. |
| <input type="checkbox"/> 1 year (\$49) | Apply the 10% savings to my order. |
| <input type="checkbox"/> 2 years (\$79) | |
| <input type="checkbox"/> 3 years (\$99) | |

ORDER MARKETING TOOLS

	QUANTITY	PRICE
BUSINESS OWNERS GUIDE	_____	\$ _____
1 QUESTION TO ASK	_____	\$ _____
7 WAYS TO SAVE	_____	\$ _____
CONSUMER - 40s & 50s	_____	\$ _____
CONSUMER - REDUCE COST	_____	\$ _____
GUIDE FOR PLANNERS	_____	\$ _____

Total Cost including discount \$ _____

[CA Only] Sales Tax @ 8.25% Brochures Only \$ _____

Shipping \$ _____

Total Enclosed or to be charged \$ _____

Credit Card VISA MC Amex

Card No. _____ Exp. Date _____

Address Where Credit Card Statement is Sent _____

Zip Code _____ Signature Provides Authorization for AALTCI to charge

MAIL TO: AALTCI, 3835 E. Thousand Oaks Blvd., Suite #336, Westlake Village, CA 91362
FAX TO: 818-597-3206



Association Members SAVE 10%

On AALTCI Marketing Tools (shipping costs not included)

NOT A MEMBER - JOIN TODAY AND SAVE