# Marketing and Advertising Compliance Guidelines
## Reference Guide

<table>
<thead>
<tr>
<th>General guidelines</th>
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<tbody>
<tr>
<td><strong>DOs</strong></td>
</tr>
<tr>
<td>• Submit for approval ALL printed and digital material that includes our name, logo, and is intended to generate interest in AFBA, 5Star Life and our products and services, including but not limited to printed material, websites, social media platforms, radio, print, and TV advertising, direct mail, signs, business cards, and sales presentations.</td>
</tr>
<tr>
<td>• Material must be approved <strong>before</strong> use. Approved material is good for one year. After that, resubmit for subsequent approval.</td>
</tr>
<tr>
<td>• First reference to AFBA or 5Star Life must include our full legal name: Armed Forces Benefit Association, 5Star Life Insurance Company. After, “AFBA” and “5Star Life” are okay to use.</td>
</tr>
<tr>
<td>• Reference 5Star Life as the insurance carrier or underwriter for AFBA products. Do not refer to AFBA as an insurance company; AFBA is a membership organization.</td>
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<tr>
<td>• Use the form number and all disclosure language provided by Compliance. Do not edit, alter, or amend.</td>
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<tr>
<td>• Statistics must be current, no older than 2-years old, and accurate, and always reference the source. Stats from government sources may be used without permission. Stats from private organizations require permission to use.</td>
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<tr>
<td>• All statements should be truthful and not misleading by fact or by implication. Content of the material should be accurate, complete, and clear to avoid deception.</td>
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<tr>
<td>• For AFBA, always refer to “no-cost” coverage as “non-contributory”. If there is no charge to the insured, then disclose the identity of the payor and the amount of the payment.</td>
</tr>
<tr>
<td><strong>DON’Ts</strong></td>
</tr>
<tr>
<td>• Do not use the words “affordable”, “low cost” or “inexpensive” unless the fact can be substantiated. Do not use “free,” “no cost,” “without cost,” “no additional cost,” “at no extra cost,” or similar words unless true.</td>
</tr>
<tr>
<td>• Do not use the AFBA or 5Star Life logo or any other graphics we have developed (including graphics on our website) without prior approval. Do not alter, amend, our logos in any way, including color, size, shape, or content.</td>
</tr>
<tr>
<td>• Once approved, do not alter or amend approved material.</td>
</tr>
<tr>
<td>• Do not infer a connection between AFBA and 5Star Life, its products, and services to any agency of a municipal, state, or the federal government.</td>
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## Product guidelines

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| • If rates are included, specify plan, gender, member or spouse, smoker or nonsmoker, etc. according to which rates vary.  
• Products should be identified as “insurance policy” and type of insurance offered, for example, “group term life”.  
• For AFBA always use the word “contributions” not “premium” or “deposits”. For 5Star Life, always use “premium”.  
• For Accident and Health products:  
  - Disclose any waiting or elimination periods for specific benefits.  
  - Define the term “preexisting condition” if used in the material.  
  - Disclose the extent to which a loss is not covered if traceable to a preexisting condition.  
  - Provisions relating to renewability, cancelability, and termination, and modifications of benefits, losses covered because of age or for other reasons.  
  - Include all exceptions, reductions, and limitations, and applicable free examinations period and full refund of premium or contributions.  
| • Do not use words such as: all, full, complete, comprehensive, unlimited, or phrases such as: “the policy will replace your income” or “will help fill the gaps of your present insurance” or any words or phrases that exaggerate the benefit provided.  
• Do not highlight rider benefits with greater prominence than the primary policy benefits.  
• Do not include policy fees within a rate table. List separately.  
• Do not share commission rates.  
• Do not imply that life insurance is an investment, savings, pension, profit sharing, or retirement plan.  
• Do not make unfair, inaccurate, or incomplete comparisons of policies, benefits, or rates of other insurers.  
• Do not disparage or falsely or unfairly describe other insurers, agents, policies, services, or marketing methods.  
• Do not offer any gift, monetary or nonmonetary, of substantial value ($25 or more) for a proposed insured as an incentive to complete an enrollment form or application within a specified period of time.  
• Do not state or imply that a policy is an introductory, initial, or special offer or that applicants will receive substantial advantages not available at a later date, unless that fact is true.  

### Digital guidelines

<table>
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<tr>
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<tbody>
<tr>
<td>Be clear the intent is to sell insurance.</td>
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<tr>
<td>Identify person or entity that created the website. Also include, the</td>
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<tr>
<td>name of the contracted agent, business address, phone number, and</td>
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<tr>
<td>states where agent is licensed or contracted with 5Star Life.</td>
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<tr>
<td>Include disclaimer that contracted agent is an independent producer</td>
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<tr>
<td>and not an employee of AFBA and 5Star Life.</td>
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<tr>
<td>Provide links to the AFBA and 5Star Life website for company and</td>
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<tr>
<td>product information.</td>
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<tr>
<td>Complete all changes related to products, underwriting, requirements,</td>
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<tr>
<td>etc. within 10 days of being notified by AFBA or 5Star Life, unless</td>
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<tr>
<td>notified otherwise.</td>
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<tr>
<td>Create a process to verify information relating to AFBA and 5Star</td>
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<tr>
<td>Life is current and accurate.</td>
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<th><strong>DON'Ts</strong></th>
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<tr>
<td>Do not mimic the look and feel of the AFBA and 5Star Life websites</td>
<td></td>
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<tr>
<td>or other sites. Appearance must be distinguishable.</td>
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<tr>
<td>Website address may not include the name AFBA or 5Star Life or any</td>
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<td>common abbreviation.</td>
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### How to request approval

Complete Approval of Advertising Request Form and submit to your sales contact.

AFBA agents, please [click here](#).  
5Star Life agents, please [click here](#).  

For more details, see pages 4-16.
Insurance advertisement is subject to a large and complicated body of state regulations. Please follow the guidelines outlined within this document. By complying with these guidelines, the Compliance Department can complete the review and approval of your advertisement requests quickly. Please note the guidelines are updated regularly due to changing regulation.

I. Advertising Basics

1. The following items must be submitted for review and approval prior to use if they include our name, logo or information relating to AFBA and 5Star Life Insurance Company (5Star Life) including material for agent use only: print advertising, websites (including Facebook, Twitter, YouTube, LinkedIn or other social media sites), broadcast media advertising (radio and television), direct mail, business cards, signs, lead-generating devices, billboards, flyers, illustrations, prepared sales talks, and any other material intended to generate interest in AFBA and 5Star Life, its products and services or its producers.

2. All websites advertising AFBA, 5Star Life and/or our products and services must be submitted for review and approval of all company or product related material before the website is in use. This includes any website that links to the AFBA and 5Star Life website or any online application or enrollment form.

3. To request the use of advertisements, or to obtain authorization to use self-designed advertisements, please complete the Approval of Advertising Request Form (AARF R0318). To request to use of logos, use the Logo Approval Request Form (LogoForm0318). The Compliance Department must approve the use of marketing materials and the content, form, and use of self-designed advertisements before any such use or dissemination. Ads should not run before approval is secured.

4. Use of approved advertisements is limited to the uses disclosed in the Approval of Advertising Request Form (AARF R0318). If there is any change in the content of the advertisement or its manner of use, a new Approval of Advertising Request Form (AARF R0318) must be submitted.

5. Keep track of how and when marketing materials are used and be prepared to provide information upon request.

6. When the Compliance Department has approved your advertisement request, the approved advertising materials may remain in circulation for one year. If more than a year is required, please submit a request of explanation for approval. Advertising materials are subject to review on an annual basis. Do not alter or amend approved advertisements in any manner once approved.

7. We reserve the right to audit and/or revoke the use of marketing materials at any time.

II. General Advertising Guidelines

1. Our name must be stated conspicuously in any advertisement for AFBA or 5Star Life or its products and services. The first reference to AFBA or 5Star Life in any website or other advertisement should include our full legal name: Armed Forces Benefit Association, 5Star Life Insurance Company. After the first reference, you may abbreviate our name to “AFBA” and “5Star Life.”

2. You must reference 5Star Life as the insurance carrier or underwriter for all AFBA products. Do not refer to AFBA as an insurance company; AFBA is a membership organization.
3. Identify the agent or agency that submitted the advertisement, including their contact information. Please submit your name as it appears in your agent contract.

4. The advertisement must not infer a connection between AFBA and 5Star Life, its products and services and/or your agency, or to any agency of the municipal, state, or federal government.

5. If the advertisement includes rates or lists products, you must specify 5Star Life Insurance Company as the underwriter. If rates are included, please specify which rates apply – plan, gender, subscriber or spouse, smoker or nonsmoker, etc., including their effective date(s). All rate information must be current and verified before submission.

6. Advertising must not make unfair or incomplete comparisons of policies or benefits or comparisons of non-comparable policies. Also, an advertisement must not disparage any competitor, their policies or their business practices.

7. Advertisements that mention a particular product should clearly identify the product as an “insurance policy” and identify the type of insurance being offered – “group level term” etc. as it is classified by the state or rule or as it is filed with the relevant Department of Insurance.

8. Advertisements should not include words or phrases such as “all,” “full,” “complete,” “comprehensive,” “unlimited,” “up to,” “as high as,” “this policy will help fill some of the gaps of your present insurance,” “the policy will help replace your income,” or similar words or phrases, so as to exaggerate the benefit actually provided under the policy.

9. Do not exaggerate the effects of benefits or required policy provisions or imply that such provisions are unique.

10. Benefits provided by a rider shall not be advertised with greater prominence than the primary policy benefits. Benefits that are optional or available only at an additional cost must be advertised as such.

11. Be clear if your advertisement is for producer/broker only. You must note this on each page, e.g., [For Agent Use Only in the bottom middle of your piece].

12. An advertisement intended for use in multiple states may describe the product and its features generally but must display a disclaimer that “Policy benefits, features, and rates may vary by state” in 10-point bold font. Advertisements that are intended for a specific state should reflect the specific features of that state’s product.

13. It is expected that you will show due diligence in preparing and reviewing the proposed advertisement before submission for review and approval by the Compliance Department.

14. Please submit a copy of your advertisement, including the Approval of Advertising Request Form (AARF R0318).

15. The Compliance Department will assign a form number to each advertisement submitted and approved. State law requires the form number to appear in the lower left-hand corner of the advertisement. Please do not add a form number to your advertisement; the Compliance Department will assign.
16. Disclosure requirements depend on whether an advertisement qualifies as an institutional advertisement, an invitation to inquire advertisement, or an invitation to contract advertisement.
   a. **Institutional Advertisement**: a general advertisement of a company or producer, intended merely to promote interest in the concept of insurance or to promote a producer or company.
   b. **Invitation to Inquire**: an advertisement that refers to a specific insurance policy, provides an opportunity to request a quote or is otherwise intended to generate further inquiry about a product.
   c. **Invitation to Contract**: an advertisement that includes an application or enrollment form for insurance or which provides an opportunity to apply for the advertised coverage. This may include prepared material presented to a consumer in a setting in which the producer is present, or the consumer may otherwise apply.

III. **Accident and Health Advertising Guidelines**

1. In addition to these specific guidelines for accident and health advertisements, your advertisement must also comply with the general advertisement guidelines above.
2. Advertisements must disclose any waiting or elimination periods for specific benefits.
3. Advertisements that use the term "preexisting condition" must define that term.
4. Advertisements that market one or more products must include the form number of each policy (and any riders). If you do not know this, Compliance will provide.
5. Invitations to Inquire:
   a. An invitation to inquire advertisement may refer to the dollar amount of benefits payable and/or the period of time during which benefits are payable. However, an advertisement which discloses either of these may not disclose the cost and must include the following disclosure: "For costs and further details of the coverage, including exclusions, any reduction or limitations and the terms under which the policy may be continued in force, see your agent or contact AFBA [or 5Star Life Insurance Company]."
6. An invitation to contract must disclose:
   a. the extent to which a loss is not covered if traceable to a preexisting condition;
   b. provisions relating to renewability, cancellability and termination and any modification of benefits, losses covered or premiums because of age or for other reasons;
   c. exceptions, reductions, and limitations;
   d. waiting, elimination, probationary or similar periods of time; and
   e. the applicable free examination provision and the full refund of all premiums paid.
   f. Required disclosure: "For costs and further details of the coverage, including exclusions, any reduction or limitations and the terms under which the policy may be continued in force, see your agent or contact AFBA [or 5Star Life Insurance Company]."
IV. Life Advertisement Guidelines

**AFBA**

1. Your advertisement must clearly describe all references to AFBA member survivor benefits as an association benefit funded by life insurance underwritten by 5Star Life and not as life insurance itself.
2. Describe AFBA contributions as such and not as premiums.
3. Include policy form numbers for any products that are mentioned. If you don’t have this, Compliance will provide.
4. If your advertisement lists contribution levels, it must disclose that contributions are subject to change (if we reserve the right to do so) and specify whether policy fees are included and the amount of the policy fee.
5. If your advertisement includes rate tables, specify that rates are per $1,000 of coverage. **DO NOT** include any policy fees within a rate table. Policy fees must always be shown separate from rates.
6. Your advertisement may not imply that survivor benefits funded by life insurance or life insurance itself are an investment, savings plan or retirement plan.
7. An advertisement for a life insurance policy member benefit offering graded or modified benefits must prominently display any limitations on benefits.
8. An invitation to contract must disclose:
   a. The form number(s) of the policy advertised or that funds the survivor benefit that is made available, and of any policy riders, policy endorsements and other forms that directly affect such policy;
   b. all limitations and exclusions, including the waiting period for suicide;
   c. restrictions on, or access to, policy values;
   d. all costs and expenses, including policy fees, service fees, administration fees, "front end" loads and surrender charges;
   e. the illness, condition, care or confinement necessary to trigger any accelerated benefits, if applicable; and
   f. the effect of accelerated benefits on the death benefit and/or other values available under the policy, if applicable.

**5Star Life**

1. Your advertisement must clearly describe a life insurance policy as life insurance and prominently describe the type of policy advertised.
2. Describe life insurance payments as premiums, not deposits.
3. Include policy form numbers for any products that are mentioned.
4. If your advertisement lists quotes premiums, it must disclose that premiums are subject to change (if we reserve the right to do so) and specify whether policy fees are included and the amount of the policy fee.
5. If your advertisement includes rate tables, specify that rates are per $1,000 of coverage. **DO NOT** include any policy fees within a rate table. Policy fees must always be shown separate from rates.

6. An advertisement for a life insurance policy offering graded or modified benefits must prominently display any limitations on benefits.

7. An invitation to contract must disclose:
   a. The form number(s) of the policy advertised or that funds the survivor benefit that is made available, and of any policy riders, policy endorsements and other forms that directly affect such policy;
   b. all limitations and exclusions, including the waiting period for suicide;
   c. restrictions on, or access to, policy values;
   d. all costs and expenses, including policy fees, service fees, administration fees, "front end" loads and surrender charges;
   e. the illness, condition, care or confinement necessary to trigger any accelerated benefits, if applicable; and
   f. the effect of accelerated benefits on the death benefit and/or other values available under the policy, if applicable.

V. Logos
   1. Do not use AFBA or 5Star Life Logos without AFBA and 5Star Life’s approval of your submission of the Logo Approval Request Form (LogoForm0318).
   2. Do not alter or amend AFBA and 5Star Life logos in any way, including color, size, shape, or general content.
   3. Producers may not use any other graphics that we have developed; including, but not limited to, graphics appearing on our website, without our prior permission.

VI. Websites
   1. AFBA and 5Star Life interpreted the current NAIC Model Laws, Regulations and Guidelines governing Advertisements to include website advertising. Therefore, all websites (including any social media sites) that promote AFBA and 5Star Life and/or its products and services must be submitted for review.
   2. In addition to these specific guidelines for websites, your website must also comply with the guidelines for logo usage (see section V, above), the general advertisement guidelines (see II, above), and the guidelines for accident and health advertisements (see III, above) or life advertisements (see IV, above), as applicable.
   3. It is expected that you will show due diligence in preparing and reviewing the proposed website before submission for review.
   4. Your website may not mimic the look and feel of the AFBA and 5Star Life website. It must be clearly distinguishable from and not confused with our website.
   5. The website address may not include the name “AFBA,” “5Star Life,” or any common abbreviation, in the URL.
6. Clearly identify the person or entity that created the website. This must be a name as it appears on the 5Star Life contract. Marketing names can be used, but the contracted person or entity must be identified. The website should also include your business address and phone number and be clear that the intent is to sell life insurance.

7. Please include a disclaimer that you are an independent insurance producer licensed in the state and not an employee of AFBA and 5Star Life.

8. We discourage you from including any company or product specific information on your website. Instead, please provide links to the AFBA and 5Star Life website for any company or product specific information. The location of the website is http://www.afba.com/ or http://5starlifeinsurance.com/

9. Your website should identify states in which the producer or agency is (or is not) licensed or contracted with 5Star Life.

10. AFBA and 5Star Life will not assume liability for inaccuracies on your website. The distributor will be notified of any changes made concerning forms, products, underwriting criteria and requirements, ratings and state approvals. Distributors are responsible for informing producers about any changes. Websites updates exhibiting these changes required within 10 business days after notification, unless we request immediate action.

11. You should have a process in place to verify that any information relating to AFBA and 5Star Life is current and accurate.

12. Commissions may not be advertised. Commission rates and schedules may not be posted.

13. Do not include graphics or other images from our website (except logos requested through the Logo Approval Request Form (LogoForm0318), unless you have prior approval.

14. Please accompany your submission of Approval of Advertising Request Form (AARF R0318) with a link to or copy of the website. We will accept hard-copy versions of your site, or we will visit your test site.

15. In reviewing your site, we will make changes on the hard copy and return the hard copy to you.

16. You must maintain a file of the webpage, including each version of the page and when it was "published" and revised.

VII. Statistics

1. Please contact us if you wish to incorporate any AFBA or 5Star Life statistics into your advertisement. All statistical information must be current and accurate. Since statistical information is subject to change, verification is necessary with each advertisement. Any statistics applicable to other policies or plans must disclose that fact.

2. If statistics from outside sources are used, please verify that the data is current. Statistics from government sources may be used without prior permission. Please be sure to reference the source of information.

3. Statistics developed by private organizations (e.g., nonprofit organizations, industry groups) should not be used without permission from the source and a citation to the source with the reference “used by permission.”

4. Sources of statistics should be identified in the advertisement and be no older than 2-years old.
OTHER REQUIREMENTS

1. An advertisement shall be truthful and not misleading in fact or by implication. The form and content of an advertisement shall be sufficiently accurate, complete, and clear so as to avoid deception. The advertisement shall not have the capacity to tendency to mislead or decease.

2. An advertisement shall not omit material information or use words, phrases, statements, references, or illustrations if the omission or use has the capacity, tendency, or effect of misleading or deceiving purchasers, prospective purchasers or policyowners as to the nature of their relationship with 5Star Life Insurance Company or the nature or extent of any policy benefit, loss covered, premium payable, or state or federal tax consequences. The fact that the policy offered is made available to a prospective insured for inspection prior to conclusion of the sale, or an offer is made to refund the premium/contribution if the purchaser is not satisfied, does not remedy misleading statements.

3. An advertisement shall not make unfair, inaccurate, or incomplete comparisons of policies, benefits, or rates of other insurers. An advertisement shall not disparage or falsely or unfairly describe other insurers, agents, policies, services, or methods of marketing.

4. An advertisement shall not use the terms “investment,” “investment plan,” “founder’s plan,” “charter plan,” “expansion plan,” “profit,” “profits,” “profit sharing,” “deposit,” “interest plan,” “savings,” “savings plan,” “retirement plan,” “private pension plan,” or other similar terms in connection with policy in a context or under circumstances or conditions as to have the capacity or tendency to mislead a purchaser or prospective purchaser of such policy to believe that he will receive, or that it is possible to receive, something other than a policy or some benefit not available to other persons of the same class and equal expectation of life.

5. An advertisement of a particular policy shall not state or imply that prospective insureds shall be or become members of a special class, group or quasi-group and as such enjoy special rates, dividends, or underwriting privileges – unless that is factual.

Premiums:

1. An amount that is a premium for a policy shall be referred to in any advertisement only as a premium. The use of words such as “deposit,” “deposit premium,” “investment,” or other misleading or confusing terminology to refer to a premium is prohibited. For AFBA this is a member contribution.

2. An advertisement shall not contain a statement or representation that premiums paid for a policy can be withdrawn under the terms of the policy. Reference may be made to amounts paid into an advance premium fund, which are intended to pay premiums at a future time, to the effect they may be withdrawn under the conditions of the prepayment agreement. Reference may also be made to withdrawal rights under any unconditional premium refund offer.

3. An advertisement for a policy with nonlevel premiums shall prominently describe the premium changes.

4. An advertisement in which 5Star Life Insurance Company describes a policy that reserves the right to change the amount of the premium during the policy term shall prominently describe this feature.
5. An advertisement shall not imply the existence of an actuarial relationship between a specific premium or portion thereof, and a specific benefit or portion thereof, provided under a policy where, in fact, none exists. No premium or a portion of a premium shall be represented as “additional,” “separate,” or “special” premium unless there is an actuarial relationship between the premium or portion of a premium and some specifically identifiable benefit.

6. An advertisement shall have no artificial relationships among premiums, interest rates, and benefits or portions thereof shall be implied or created.

7. An advertisement shall not represent that premium payments will not be required for each year of the policy in order to maintain the illustrated death benefits, unless that is the fact.

8. An advertisement shall not use the term “vanish,” “vanishing premium,” or a similar term that implies the policy becomes paid up, to describe a plan using nonguaranteed elements to pay a portion of future premiums.

Policies and Benefits.

1. An advertisement must clearly state that the product referenced is life insurance.

2. An advertisement shall clearly and prominently describe the true nature or type of policy advertised.

3. An advertisement shall not state, represent or imply that a prospective or current policyholder will receive the right to benefits that are not a part of the policy itself, or made an effective part of the policy by rider or other instrument approved by and on file with the commission.

4. An advertisement shall not represent, directly or indirectly, that a policy may be sold to certain persons because of their occupation, association, age, sex, or other condition unless it can be shown that the policy advertised is, in fact, sold only to those persons.

5. An advertisement shall not contain statements indicating that because a prospect has agreed to furnish names of potential purchasers, he is entitled to any specific benefits not available to all policyholders generally.

6. An advertisement shall not represent an increasing or other term insurance provision as a return of premium, a cash surrender value, or anything other than a guaranteed insurance benefit for which a premium is charged.

7. An advertisement shall not state or imply that a policy contains features or benefits that are not found in other policies, unless that is true.

8. In any advertisement, the basic death benefit shall be shown as a single amount, not arbitrarily or deceptively split into two or more parts, implying that there is a relationship between some part of a premium or other policy amount and some part of the death benefit, unless it is a fact. The relationship must not be misleading or deceiving.

9. If nonforfeiture values are shown in any advertisement, the values must be shown either for the entire amount of the basic death benefit or for each $1,000 of initial death benefit.
10. An advertisement shall not state or imply that on the death of an insured, the beneficiary will receive, or should have received, the cash value of a policy in addition to the face amount of the policy, unless the policy so provides.

11. An advertisement shall not state or imply in any way that interest charged on a policy loan or the reduction of death benefits by the amount of outstanding policy loans is unfair, inequitable, or in any manner an incorrect or improper practice.

12. The use of savings “passbooks” and similar misleading techniques to show a policy’s cash value is prohibited.

13. Analogies between a policy’s cash values and savings accounts or other investments, and between premium payments and contributions to savings accounts or other investments shall be complete and accurate. The analogy shall make clear that the representation is an analogy only and that cash values and premium payments are not identical to a savings account or other investments and contributions.

14. An advertisement shall not represent a pure endowment benefit as earnings on premiums paid or represent that a pure endowment benefit in a policy is other than a guaranteed benefit for which a specific part or all of the premiums is being paid by the policyholder. Coupons or other devices for periodic payment of endowment benefits are included within the phrase “a pure endowment benefit.”

Policy Costs and Cost Comparisons

1. The words “free,” “no cost,” “without cost,” “no additional cost,” “at no extra cost,” or works of similar importance shall not be used with respect to any benefit or service being made available with a policy unless true. If there is no charge to the insured, then the identity of the payor and the amount of the payment shall be prominently disclosed. An advertisement may specify the charge for a benefit or a service or may state that a charge is included in the premium or use other appropriate language.

2. An advertisement of a particular policy shall not use the phrase “inexpensive,” “low cost” or any similar term unless that fact is capable of being demonstrated.

3. An advertisement shall not imply or state that all older policies are more or less costly than newer policies.

4. An advertisement of two or more policies sold as a “package” or other combination shall not direct attention improperly at the cost competitiveness of one part of the “package” when the cost competitiveness of that part is not indicative of the cost competitiveness of the “package” as a whole.

5. An advertisement of a single policy shall not direct attention improperly at the cost competitiveness of a part of the policy when the cost competitiveness of that part is not indicative of the cost competitiveness of the entire policy.

6. An advertisement of a policy at a particular issue age, sex, or amount shall not lead prospective policyholders to believe that the cost competitiveness of the policy is similar at other issue ages, sex, or amounts unless that is a fact.

7. An advertisement containing a cost comparison of two or more policies with nonguaranteed policy elements in which the method of investment income allocation differs between or among the policies shall state that fact and shall contain a brief explanation of the implications of the cost comparison.
5Star Life Insurance Company’s Identity and Representations.

1. An advertisement shall not contain statements, pictures, comparative financial ratios, or illustrations that are false, misleading, or irrelevant in fact or by implication, with respect to the assets, liabilities, insurance in force, corporate structure, financial condition, age, or relative position of 5Star Life Insurance Company or with regard to affiliates or subsidiaries of 5Star Life Insurance Company. An advertisement shall not contain a recommendation by any commercial rating service unless it clearly defines the scope and extent of the recommendation.

2. An advertisement shall not state or imply that a purchaser of a policy will share in or receive a stated percentage or portion of the earnings on the general account assets of the insurer unless that is a fact.

3. The name of 5Star Life Insurance Company shall be clearly identified in all advertisements about the insurer or its products, and if any specific policy is advertised, it shall be identified either by its form number or other appropriate description. If an application or enrollment form is a part of the advertisement, 5Star Life Insurance Company shall be shown on the application/enrollment form.

4. An advertisement shall not use a trade name, an insurance group designation, name of the parent company of 5Star Life Insurance Company, name of a particular division of 5Star Life Insurance Company, a reinsurer of 5Star Life Insurance Company, service mark, slogan, symbol, or other device or reference without disclosing the name of 5Star Life Insurance Company if the advertisement would have the capacity or tendency to mislead or deceive as to the true identity of 5Star Life Insurance Company, or create the impression that a company other than 5Star Life Insurance Company would have any responsibility for the financial obligations under the policy.

5. An advertisement shall not use any combination of words, symbols, or physical materials that by their content, phraseology, shape, color or other characteristics are so similar to a combination of words, symbols, or physical materials used by a governmental program or agency or otherwise appear to be of a nature that they tend to mislead prospective insureds into believing that the purchase of insurance is required by the company.

6. An advertisement shall not represent that the mere size of an insurer or its total insurance in force necessarily affects either the solvency of 5Star Life Insurance Company or the reliability of the policies issued by 5Star Life Insurance Company.

7. An advertisement shall not contain any statement that would lead a prospective buyer or policyholder of life insurance to believe that he is acquiring stock in 5Star Life Insurance Company by purchasing the life insurance.

8. An advertisement shall not contain any statement that creates an inference that policyholders are entitled to benefits or profits on the same basis as stockholders.

9. 5Star Life Insurance Company or its agents shall not use the terms “financial planner,” “investment advisor,” “financial consultant,” “financial counseling,” or other similar terms in a way that implies that the person who is engaged in the business of insurance, is generally engaged in an advisory business in which compensation is unrelated to sales unless that is actually a fact. No person engaged in the business of insurance shall hold himself out, directly or indirectly, to the public as a “financial planner,” “investment advisor,” “financial consultant,” “financial counselor” or any other specialist engaged in the
business of giving complete financial planning advice relating to investments, insurance, real estate, tax matters, and trust and estate matters unless that person in fact is engaged in that business and renders those services. Not included in “services” is the presentation of computer printouts that fall into the category of advanced programming for the purpose of selling a policy.

10. An advertisement of a policy marketed by direct response techniques shall not state or imply that because there is no insurance agent or commission involved there will be a cost savings to prospective purchasers unless that is the fact.

11. 5Star Life Insurance Company or contracted agent shall not use materials, statements, or communications of any kind that when used alone are not misleading, but become deceptive or misleading when combined.

12. 5Star Life Insurance Company or contracted agent shall not offer or provide to a proposed insured or other person a gift of substantial value if an application, inquiry card, or reinstatement application is returned within a specified period of time. For purpose of this subsection, a nonmonetary gift valued at $25 or less shall not be considered a gift of substantial value.

Testimonials, Appraisals, Analyses, and Endorsements.

1. A testimonial, appraisal, analysis, or endorsement used in an advertisement shall be genuine; represent the current opinion of the author; be applicable to the policy advertised, if any; and be accurately reproduced with sufficient completeness to avoid misleading or deceiving prospective insureds as to the nature or scope of the testimonial, appraisal, analysis, or endorsement. In using testimonials, appraisals, analyses, or endorsements 5Star Life Insurance Company or contracted agent makes as its own all the statements contained therein, and these statements are subject to all provisions of this chapter.

2. If the individual making a testimonial, appraisal, analysis, or endorsement has a financial interest in 5Star Life Insurance Company or a related entity as a stockholder, director, officer, employee, or otherwise, the fact shall be clearly and prominently disclosed in the advertisement. If an individual receives any financial benefit directly or indirectly, greater than required union scale wages, that fact shall be clearly and prominently disclosed in the advertisement by language identical or substantially similar to the following: “THIS IS A PAID ENDORSEMENT.”

3. An advertisement shall not state or imply that 5Star Life Insurance Company or a policy has been approved or endorsed by a group of individuals, society, association, or other organization unless that is the fact and unless any proprietary relationship between an organization and 5Star Life Insurance Company is disclosed. If the entity making the endorsement or testimonial is owned, controlled, or managed by 5Star Life Insurance Company or receives any payment or other consideration from 5Star Life Insurance Company for making the endorsement or testimonial, that fact shall be disclosed in the advertisement.

Introductory, Initial, or Special Offers.

1. An advertisement of one policy or combination of policies shall not state or imply that the policy or combination of policies is an introductory, initial, or special offer, or that applicants will receive substantial advantages not available at a later date, or that the offer is available only to a specified group of individuals, unless that is the fact. An advertisement shall not describe an enrollment period as “special” or “limited” or use similar words or phrases in describing it when the insurer uses successive enrollment periods as its usual method of marketing its policies.
2. An advertisement shall not state or imply that only a specific number of policies will be sold, or that a time is fixed for the discontinuance of the sale of a particular policy because of special advantages available in the policy.

3. An advertisement shall not offer a policy that utilizes a reduced initial premium rate in a manner that overemphasizes the availability and the amount of the reduced initial premium. When 5Star Life Insurance Company charges an initial premium that differs in amount from the amount of the renewal premium payable on the same mode, all references to the reduced initial premium shall be followed by an asterisk or other appropriate symbol that refers the reader to that specific portion of the advertisement that contains the full rate schedule for the policy.

4. An enrollment period during which a particular policy may be purchased on an individual basis shall not be offered (VA) unless there has been a lapse of not less than six (6) months between the close of the immediately preceding enrollment period for the same or substantially similar policy and the opening of a new enrollment period. The advertisement shall specify the date by which the applicant must mail the application, that shall be not less than 10 days and not more than 40 days from the date on which the enrollment period is presented for the first time in the advertisement. This is applicable to all the affiliated companies of a group of insurance companies under common management or control. This section does not apply to the use of a termination nor cutoff date beyond which an individual application for a guaranteed issue policy will not be accepted by 5Star Life Insurance Company in those instances where the application has been sent to the applicant in response to his/her request. It is also inapplicable to solicitations of employees or members of a particular group or association that otherwise would be eligible under specific provisions for group, blanket, or franchise insurance. In cases where a policy is marketed on a direct response basis to prospective insureds by reason of some common relationship with a sponsoring organization, this section shall be applied separately to each sponsoring organization.

Jurisdictional Licensing.

1. An advertisement that is intended to be seen or heard beyond the limits of the jurisdiction in which 5Star Life Insurance Company or contracted agent is licensed shall not imply licensing beyond those limits.

2. An advertisement may state that 5Star Life Insurance Company or contracted agent is licensed in the state where the advertisement appears, provided it does not exaggerate that fact or suggest or imply that competing insurers or agents may not be so licensed.

3. An advertisement shall not create the impression that 5Star Life Insurance Company, its financial condition or status, the payment of its claims or the merits, desirability, or advisability of its policy forms or kinds of plans of insurance are recommended or endorsed by any governmental entity. However, where a governmental entity has recommended or endorsed a policy form or plan, that fact may be stated if the entity authorizes its recommendation or endorsement to be used in an advertisement.

4. An advertisement shall not represent or imply that any financial ratio, illustrative material or advertisement, including pictures, diagrams, charts, projections, or other material, has been approved or sanctioned by the commission, unless that is a fact.
Approval and Records Maintenance Requirements.

1. All advertisements written, created, designed, or presented by an agent or other party responsible for advertisement must be approved by 5Star Life Insurance Company prior to use.

2. 5Star Life Insurance Company maintains a complete file containing a specimen copy of every printed, published, or prepared advertisements. All advertisements are retained for a period of five (5) years after discontinuation of their use or publication.