
LINCOLN BENEFIT LIFE
C O M P A N Y

A Member of Allstate Financial Group

P.O. Box 80469

Lincoln, NE 68501-0469

DIRECT MAIL BROCHURE
ORDER FORM AND IMPRINTING INSTRUCTIONS

Lincoln Benefit Life Company has developed the reply-card brochures listed on this form for use in lead generation. They have an attached business reply card so that the prospect can contact you for additional information.

A _____ **IMPRINT INFORMATION** _____

(Please type or print clearly the address to be printed on the reply card)

(Name or Business Name as contracted with LBL)

(P.O. Box #, if you want delivery to a P.O. Box)

(Street Address, Suite #, Apartment #, etc. – if you DON'T want delivery to a P.O. Box)

(City, State and Zip +4 **for business reply mail** (assigned by your Post Office)

California and Minnesota agents: Please list state license number

B _____ **UPS SHIPPING INFORMATION** _____

(Name and/or Business Name)

(Street Address, Suite #, Apartment #)

(City, State & Zip + four)

(Phone Number)

C _____ **REQUEST FOR COPY OF LBL BUSINESS REPLY PERMIT #449** _____

- ☐ Check here if you want LBL's Business Reply Permit #449 printed on your reply –cards/stuffers
- ☐ Check here if you will be using your own permit number on your reply-cards/stuffers. (Please write the number, city and state here:)

SELECT YOUR ORDER OPTIONS ON THE NEXT PAGE

Minimum order quantity is **500 PER BROCHURE**. Choose your print options in section E.

Quantity	Mailer Number & Description
_____	<p>LBL6484—"Give your loved ones a bigger piece of the pie." (Not available for use in states where GenerationLine is not available.) Target Market: Wealth transfer Product: GenerationLine Layout: flat size 8"x18", folds to 6"x8", 3 panels</p>
_____	<p>LBL6486—"Give key employees one more reason to like where they work." (Available for use in the following states: AK, CO, CT, DC, IL, IA, ME, MA, MO, NV, NJ, NY, ND, OR, PR, RI, SC, TN, UT, WA & WI.) Target Market: Business Long-Term Care Product: SeniorLine® Premier Layout: flat size 8"x 24", folds to 6"x8", 4 panels</p>
_____	<p>LBL6485—"Plant the seeds for your future today..." (Available for use in the following states: AK, CO, CT, DC, IL, IA, ME, MA, MO, NV, NJ, NY, ND, OR, PR, RI, SC, TN, UT, WA & WI.) Target Market: Individual Long-Term Care Product: SeniorLine® Premier Layout: flat size 8"x 24", folds to 6"x8", 4 panels</p>
_____	<p>LBL6483—"Floating your way to retirement?" (Not available for use in GA & OK.) Target Market: Risk Adverse Investing Product: Saver's Index Annuity Layout: flat size 8"x 24", folds to 6"x8", 4 panels</p>
_____	<p>LBL6487—"Life doesn't always follow your plan." (Not available for use in GA.) Target Market: Business Life Insurance Product: LBL Universal Life or GT Term Layout: flat size 8"x 24", folds to 6"x8", 4 panels</p>
_____	<p>LBL6482—"Find a safer path toward retirement." (Not available for use in GA.) Target Market: CD Rollovers Product: LBL Fixed Deferred Annuity Layout: flat size 8"x 24", folds to 6"x8", 4 panels</p>
_____	<p>LBL2582 – Generic Reply Postcard</p>

You can view these mailers on accessallstate.com, but materials may only be ordered by using this order form.

COMPLETE YOUR ORDER ON THE NEXT PAGE

E

IMPRINTING ORDER

We now offer extra options with our imprinting.

Quantity

_____ **Basic imprinting:** Includes imprinting your return address & BRC information on the mailer, mailer will be folded & sealed.

Cost: \$0.25 each, with a minimum order for 500 pieces.

Total quantity multiplied by \$0.25 = \$ _____

_____ **Add your contact information:** Increase your chances of being contacted: have your name & telephone number imprinted inside the brochure. Complete the information in section F for personalization.

Cost: add an additional \$0.15 each

Total quantity multiplied by \$0.15 = \$ _____

_____ **Custom mailing:** The mailing address, plus postage will be imprinted on each mailer.

Cost: add an additional \$0.40

Total quantity multiplied by \$0.40 = \$ _____

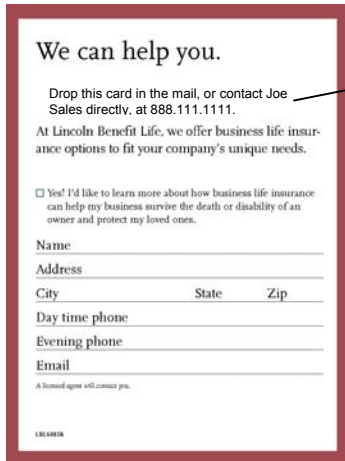
Total Cost = \$ _____

F

ADDING YOUR CONTACT INFORMATION

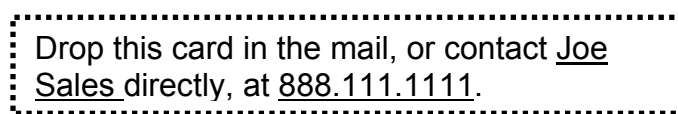
Increase your chances of generating a lead, give your audience the opportunity to contact you directly. A contact name and phone number may be imprinted inside the brochure so that the recipient may contact you directly.

SAMPLE REPLY CARD



The sample reply card is a white rectangular card with a red border. It contains the following text: "We can help you." followed by "Drop this card in the mail, or contact Joe Sales directly, at 888.111.1111." and "At Lincoln Benefit Life, we offer business life insurance options to fit your company's unique needs." Below this is a checkbox with the text "Yes! I'd like to learn more about how business life insurance can help my business survive the death or disability of an owner and protect my loved ones." followed by a form with fields for Name, Address, City, State, Zip, Day time phone, Evening phone, and Email. At the bottom, it says "A licensed agent will contact you." and "LBL1110-6".

SAMPLE CONTACT INFORMATION



The sample contact information is a dashed rectangular box containing the text: "Drop this card in the mail, or contact Joe Sales directly, at 888.111.1111."

If you are using this feature, please fill out the contact name & phone number that is to be used in imprinting the reply-card below:

Name to appear in message (either a contact person or the name of your office, e.g.: Grey Brokerage):

Phone number to appear in message (we recommend using a toll-free number):

G

COMPLETING THE ORDER

Send to LBL, Attn: Karen Miller, P.O. Box 80469, Lincoln, NE 68501-0469, each of the following items:

- This order form.
- Check payable to Lincoln Benefit Life for **Grand Total** \$ _____
(A check must accompany your order – we are not able to “charge your agent account.”)
- Karen Miller may also be contacted at the following: 800.525.2799, x. 8-7072, or e-mail at kmi2a@allstate.com.

Reply-card brochures will be imprinted and shipped to you within 15 working days from the time of receipt of your order.

REPLY-CARD BROCHURES

Lincoln Benefit Life has direct mailer brochures available to licensed agents at a minimal cost.

For the reply-card brochures, the company will imprint the agent's name and address on the reply card, fold & seal the mailer for one set cost. See the attached Brochure Order Form for the costs and the ordering/printing instructions.

Business Reply Mail (BRM) – BRM allows your potential clients to return reply-cards to you without having to affix postage; you pay for the return postage for each card that is returned. (Your best response will come from using BRM, as opposed to expecting the client to place his or her own stamp on it.)

If you don't have your own Business Reply Mail Permit, LBL's postal reply permit information can be printed on the reply card. You must show your postmaster a copy of our current BRM, located on the next page, in order to pick up the response cards. Your main post office can assist you in obtaining your own BRM permit, if you don't want to you use LBL's.

Bar Codes – are "machine codes", based upon your zip code plus four digits assigned specifically for business reply mail (BRM). LBL can print your bar code for you, but to do so, we need you to obtain the special BRM "+4" digits from your local post office. To obtain the special BRM "+4" digits, take the completed copy of the form found on the next page (if you're using LBL's BRM permit) to your local post office. Ask for the BRM "+4" digits to provide to us for your order.

If you have any further questions about BRM and Bar Codes, your local postal rep can assist you, or you may call the Home Office – 800.525.2799 and ask for Karen Miller, ext. 8-7072.

How to Use These Brochures – These brochures are designed to be used for direct mail lead generation. They are "self-mailers" and do not require any additional materials to be used with them. The reply-cards, are "self-mailing" as well, meaning when they are folded there is a blank mailing panel (that will be imprinted with your mailing permit information and return address), allowing them to be mailed independently. The reply cards will come directly back to you. You are responsible for following-up on the lead generated.

Here are a few guidelines for using direct mail pieces:

- ***Seriously consider using the customization option.*** Adding your name and phone number greatly increases the chance that someone may contact you.
- ***Expect a return rate of 1% or less.*** By industry standard, a return rate of 1% or less is considered good.
- ***Be selective with your mailing list.*** It will save you a good deal of time and money in the long run.
- ***Make sure you have phone numbers along with those addresses.*** You can use that mailing list as a cold-calling tool. Try to make your follow-up calls no later than 3 weeks later than your mailing date.

LINCOLN BENEFIT LIFE
COMPANY

A Member of Allstate Financial Group

2004 Business Reply Postal Permit #449
Valid 1/1/04 - 12/31/04 (Renewed 11/14/03)

LINCOLN MAIN PO
LINCOLN, Nebraska
685019003

11/14/2003 (800)275-8777 11:12:57 AM

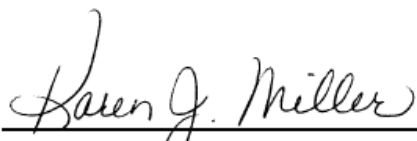
Product	Sale	Unit	Final
Description	Qty.	Price	Price
Business Reply Mail			
Account Number:	449001		
Customer Name:	Lincoln Benefit Life Ins Company		
Address:			
Annual Fee:		\$150.00	
Accounting Fee:		\$475.00	
Total:			\$625.00
Paid by:			
Personal Check		\$625.00	
Bill#	:1000100178259		
Clerk	:10		
Refunds only per DMM p014			
— Thank you for your business —			
Customer Copy			

To: Postmaster of the _____ Post Office
City State Zip Code

Name/Company Name Address Phone #

a licensed representative of Lincoln Benefit Life Company, has our permission to use our business reply postal permit #449 to receive business reply mail. If you have any questions, please let us know.

Thank You,



Karen Miller
Vendor Service Representative