

Personalize Newspaper Ads

FOCUS ON LIVING NOT FINANCES WITH LIVING PROTECTION

Equitable Life of Canada is pleased to offer you professionally designed personalized ads to advertise the benefits of Living Protection simple issue critical illness insurance. No medical exam required! Cover day-to-day expenses, pay additional costs incurred as a result of the illness, replace income.

These can be placed in local newspapers, bulletins, association newsletters, etc. that are commonly read by your target market.



What's the process for running an ad?

- 1 Contact the editor of the newspaper or publication. You will need to confirm their requirements for:

Column Width

indicate inches or centimeters

Ad Dimensions

indicate inches or centimeters

Colour or Black/White

Final File Format

for example, PDF

Any Other Relevant Specifications

- 2 Select the sample ad that is closest to the dimensions of your final ad. It will be modified as per the specific dimensions you require.
- 3 Decide on the contact information you would like included in the ad.
- 4 Email all of the above to graphics@equitable.ca. Please ensure that you send complete and accurate information. Your ad cannot be produced without it.
- 5 Allow 2 business days (48 hours) for the first ad plus 1 business day (24 hours) for each additional ad requested. Rushes cannot be accommodated so please plan ahead.
- 6 Review your ad carefully for accuracy of the information and submit it to the newspaper or publisher.

1493(2014/07/17)

Option A* – 2.5" X 4.5"

Are you financially prepared if it happens?

Living Protection™ critical illness insurance.
Guaranteed premiums. No medical exam.

For more information, contact:

Advisor name
Email address
 Address 1 Address 2
 Phone # Fax #
 Independent advisor who sells Equitable Life and other insurance companies' products.

® or ™ denotes a trademark of The Equitable Life Insurance Company of Canada.

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All ads can be formatted for posters.
*Ads shown are 65% of the actual size.

Option B* – 5" X 3"

Are you financially prepared if it happens?

Living Protection™
Critical illness insurance.
Guaranteed premiums. No medical exam.

For more information, contact

Advisor name Email address
 Address 1
 Phone #
Email address
 Address 2
 Fax #
 Independent advisor who sells Equitable Life and other insurance companies' products.

® or ™ denotes a trademark of The Equitable Life Insurance Company of Canada.

Are you financially prepared if it happens?

Living Protection™
Critical illness insurance.
Guaranteed premiums. No medical exam.

For more information, contact

Advisor name Email address
 Address 1
 Phone #
Email address
 Address 2
 Fax #
 Independent advisor who sells Equitable Life and other insurance companies' products.

® or ™ denotes a trademark of The Equitable Life Insurance Company of Canada.

Option C* – 5" X 7"

COMPLICATED **SIMPLE**

Living Protection™
Simple issue critical illness insurance
Guaranteed premiums. No medical exam required.

Peace of mind can be this simple.

For more information, contact:

Advisor name
 Address 1 Address 2
 Phone # Fax #
Email address
 Independent advisor who sells Equitable Life and other insurance companies' products.

® or ™ denotes a trademark of The Equitable Life Insurance Company of Canada.

COMPLICATED **SIMPLE**

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