

Co-op Pre-Approved Radio Scripts from

# PEKIN LIFE INSURANCE COMPANY

ON AIR

## 30-SECOND RADIO SCRIPTS LONG-TERM CARE RIDER

**LTC Rider 1 - 30** M200-30A - ICC22-LR142

*MUSIC UNDER*

According to the Department of Health and Human Services, seventy percent of Americans sixty-five and under will need long-term care at some point in their life.\*  
[AGENCY NAME, LOCATION], your local Pekin Life Insurance Company agency, can help you learn more about your Long-Term Care options.

*For costs and further details of this Long-Term Care Rider, including exclusions and reductions, or limitations, please contact Pekin Life Insurance Company for a referral to an agent. For this rider, a medical exam may be required and is subject to underwriting.*

\*Source: <https://acl.gov/ltc/basic-needs/how-much-care-will-you-need>, February 2020

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The purpose of this communication is the solicitation of insurance. Respondents will be contacted by a Pekin Life Insurance Company agent. Home Office is in Pekin, Illinois.

**Agents do not need to get pre-approval on the radio spots listed above as long as you qualify for the co-op program. However, other than entering your agency information where indicated, these scripts must not be changed as they are approved as is by the Insurance Compact and your state's Department of Insurance. Writing your own scripts for our Long-Term Care Rider is prohibited.**

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## 30-SECOND RADIO SCRIPT LONG-TERM CARE RIDER

**LTC Rider 2 - 30** M200-30B - ICC22-LR142

*MUSIC UNDER*

No one wants to think about Long-Term Care, but it's never too early to start planning. Contact [AGENCY NAME, LOCATION], your local Pekin Life Insurance Company agency. Add a Long-Term Care Rider to a Life Insurance policy to help pay for skilled in-home care, adult daycare, nursing homes stays, the cost of assisted living facilities, as well as Alzheimer memory care.

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## 30-SECOND RADIO SCRIPTS LONG-TERM CARE RIDER

**LTC Rider 3 - 30** M200-30C - ICC22-LR142

*MUSIC UNDER*

It's never too early to start planning for the expense of Long-Term Care. Contact [AGENCY NAME, LOCATION], your local Pekin Life Insurance Company agency, to learn about a Long-Term option that can be added to a Pekin Life Insurance Company policy. It can help pay for skilled in-home care, adult daycare, nursing homes stays, the cost of assisted living facilities, as well as Alzheimer memory care.

*For costs and further details of this Long-Term Care Rider, including exclusions and reductions, or limitations, please contact Pekin Life Insurance Company for a referral to an agent. For this rider, a medical exam may be required and is subject to underwriting.*

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## 60-SECOND RADIO SCRIPTS LONG-TERM CARE RIDER

**LTC Rider 1 - 60** M200-60A - ICC22-LR142

MUSIC UNDER

TO BE READ AT A SLOWER, CONVERSATIONAL PACE

According to the Department of Health and Human Services, seventy percent of Americans sixty-five and under will need long-term care at some point in their life.\* [AGENCY NAME, LOCATION], your local Pekin Life Insurance Company agency, can show you how to add a Long-Term Care option to a Pekin Life Insurance Company policy at a very affordable rate, when compared to traditional stand alone Long-Term Care policies. The Long-Term Care Rider from Pekin Life Insurance Company covers financial assistance for skilled in-home care, adult daycare, nursing home stays, assisted living facility expenses, as well as Alzheimer memory care. These costs add up quickly. Learn how to offset them and help protect your financial future by attaching a Long-Term Care Rider to a traditional Life Insurance Policy.

*For costs and further details of this Long-Term Care Rider, including exclusions and reductions, or limitations, please contact Pekin Life Insurance Company for a referral to an agent. For this rider, a medical exam may be required and is subject to underwriting.*

\*Source: <https://acl.gov/ltc/basic-needs/how-much-care-will-you-need>, February 2020

The purpose of this communication is the solicitation of insurance. Respondents will be contacted by a Pekin Life Insurance Company agent. Home Office is in Pekin, Illinois.

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## 60-SECOND RADIO SCRIPTS LONG-TERM CARE RIDER

**LTC Rider 2 - 60** M200-60B - ICC22-LR142

*MUSIC UNDER*

*TO BE READ AT A SLOWER, CONVERSATIONAL PACE*

No one wants to think about Long-Term Care, but it's never too early to start planning. [AGENCY NAME, LOCATION], your local Pekin Life Insurance Company agency, can show you how to add a Long-Term Care option to a Pekin Life Insurance Company policy at a very affordable rate when compared to a traditional stand-alone Long-Term Care policy. The Pekin Life Insurance Company Long-term Care rider can be used for a parent, a child, or yourself, and includes financial assistance for skilled in-home care, adult daycare, nursing homes stays, the cost of assisted living facilities, as well as Alzheimer memory care. You never know when Long-Term care may be needed. Be prepared for the financial impact by planning now.

*For costs and further details of this Long-Term Care Rider, including exclusions and reductions, or limitations, please contact Pekin Life Insurance Company for a referral to an agent. For this rider, a medical exam may be required and is subject to underwriting.*

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## 60-SECOND RADIO SCRIPTS LONG-TERM CARE RIDER

**LTC Rider 3 - 60** M200-60C - ICC22-LR142

*MUSIC UNDER*

*TO BE READ AT A SLOWER, CONVERSATIONAL PACE*

You may think you have a lot of years before you'll need nursing home care. That may be true, but it's all the more reason to let [AGENCY NAME, LOCATION], your local Pekin Life Insurance Company agency, help you start planning for the future. Nearly everyone needs to consider their "what if" Long-Term Care scenario, whether it's for yourself, a child, a parent, or grandparent. According to a 2021 Cost of Care Survey by Genworth, a private room in a nursing home can cost over nine thousand dollars per month. That's over one hundred thousand dollars a year! Be prepared for Long-Term Care by planning today for what may come tomorrow. A policy from Pekin Life Insurance Company that includes a Long-Term Rider may be an affordable way to plan and help protect you and your family's financial future.

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