



## Reply Mail Program Instructions

As a leader in the long term care insurance market, we are dedicated to helping you raise awareness about the importance of LTC planning. To help support your consumer prospecting efforts, we are pleased to provide you with an easy-to-use and affordable direct mail program. All prospecting materials are aimed at the boomer market and beyond, and designed with eye-catching, hard-hitting messages about LTC planning. Simply follow the instructions below to get started. Should you have any questions about the program or the availability of materials, please contact your John Hancock representative or visit [www.jhltc.com](http://www.jhltc.com).

### Costs

Quantity	Cost	Plus mailing cost per item
1-800	\$125	.28
801-1200	\$143	.28
1201-1500	\$104	.28
1501-2000	\$178	.28
2001-2500	\$200	.28
2501-3000	\$222	.28

### How do I place an order?

Prior to placing your order, be sure you complete the list below and have all the necessary information in the charts below. If you have any questions about state availability contact the John Hancock LTCI Sales Desk. Once you are ready to place your order, call the Literature Line at 800-892-9552.

- Prospecting tool form number (e.g. LTC-5785)
- Agent name, title, and license number in CA and MT
- Agent company name, address, and phone number
- E-mail address
- Credit card information
- Quantity
- Permit number (see page 3)
- Mailing list (if applicable)

**Continued on next page**

**Items available in Reply Mail Program\***

Item	Form #*	Description	Required information
<b>Direct Mail</b>			
Caregiving Postcard	LTC-5785	Focuses on the caregiving benefits of <i>Leading Edge</i> and how it can benefit policyholders and their families now and in the future.	Producer name, phone #
Affordability Postcard	LTC-5786	Focuses on <i>Leading Edge</i> as an affordable product that fits into prospect's lifestyle and life stage.	Producer name, phone #
Needs-based Postcard	LTC-3785	Designed to prompt prospects to learn more about LTC insurance. Offers "Shopper's Guide to LTCL."	Producer name, company, phone #
Business Reply Mailer	LTC-3786	Designed to emphasize the need to plan for LTC and protect retirement savings. Offers "Shopper's Guide to LTCL."	Producer name, company, phone #
Generic Reply Card	LTC-3A-RC	DNC-friendly reply mailer that can be used with any approved marketing piece.	Minimum order 5,000 cards
<b>Seminar Selling Program</b>			
Seminar Invitation	LTC-5852	A 5x7 invite to a <i>Leading Edge</i> seminar.	Date, time, and location of seminar
Seminar Flier	LTC-5851	An 8x11 invite to a <i>Leading Edge</i> seminar.	Date, time, and location of seminar
Seminar Invitation	LTC-3852	A 5x7 invite to a seminar.	Date, time, and location of seminar
Seminar Flier	LTC-3851	An 8x11 invite to a seminar.	Date, time, and location of seminar
<b>Sponsored Group (SGDP) Co-branded Materials</b> ( <i>Groups must be approved before using materials</i> )			
Employee Brochure	LTC-5139	Designed to create interest with employees/association members by highlighting the benefits of <i>Leading Edge</i> .	Organization name and logo
Employee Brochure	LTC-3139	Designed to create interest with employees/association members by highlighting the benefits of Custom Care II.	Organization name and logo
Business Reply Mailer	LTC-5160	Mailer designed to create interest with employees/association members by highlighting the benefits of <i>Leading Edge</i> .	Organization name and logo
Business Reply Mailer	LTC-3160	Designed to create interest with employees/association members by highlighting the benefits of Custom Care II.	Organization name and logo
Stuffer	LTC-3140	Include in payroll envelopes to announce the availability of the SGDP.	Organization name and logo Producer or organization website
Postcard	LTC-3150	Announces the availability of the SGDP.	Organization name and logo <b>Select:</b> employees or members Producer or organization website

\*State versions may apply. Please contact your John Hancock Representative or visit [www.jhltc.com](http://www.jhltc.com) for additional information.

Prospecting letters are available to download from [www.jhltc.com](http://www.jhltc.com).

## **Frequently Asked Questions**

### **Is my approval required?**

You will be provided with an email proof of your prospecting piece. You must provide an approval of the proof in order for the order to take place. Your order will *not* be processed until you approve the order.

### **How long will it take before my mailing is complete?**

Please allow 5-7 business days for imprinting and mailing to occur.

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### **What payment methods are available?**

Acceptable payment methods are MasterCard and VISA.

### **What are my mailing options?**

**You Mail:** Once the materials have been imprinted with the necessary information, we can send them to you via bulk shipment for you to complete the mailing.

**We Mail:** We are happy to complete your mailing. However, we will need the following information to do so:

- Postal Reply Permit Number. If you do not have this information see the third bullet below.
- Go to your local post office and ask for assistance with Reply Mailers.
- Present the attached memo (this will let the post office know that the permit number is in good standing).
- The Post Office will provide you with a 4-digit zip code extension specific to reply mail.
- Provide the 4-digit extension to RR Donnelley.
- Your mailing list in an Excel worksheet with the following categories:

Last Name	First Name	Address1	Address2	Address3	City	State	Zip Code
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To obtain your own permit, go to your nearest post office and apply. Permits cost about \$150.

### **Who do I call about questions and availability of materials?**

Please contact your respective John Hancock LTCI Sales Desk. For MGAs, call 800-377-7311. For BD/Banks, call 800-270-1700. If you are a JHFN producer, call 888-604-7296.

**John Hancock Life Insurance Company (U.S.A.)**

Strategic Sourcing & Services

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**Gerald J Burke**  
Operations Manager

June 21, 2006

Memorandum To: Office Managers of all John Hancock Field Office Locations

RE: **Authorization to use John Hancock's Business Reply Permit No. 20778**

The purpose of this letter is two fold;

1. Provide written proof for your local Post Office that you, as a John Hancock Field Office are authorized by the Company to use Business Reply Permit No. 20778 to conduct Company business.
2. Provide a copy of the Post Office receipt showing the annual fee for Permit No. 20778 has been paid for the period of 7/15/2006 through 7/14/2007.

Please present this letter to your local Post Office or Postmaster to ensure continued receipt of Business Reply Mail at your location.

Please contact me with any questions related to this Permit.

Sincerely,



\*\*\*\*\* WELCOME TO \*\*\*\*\*  
FORT POINT STATION 10/18/  
BOSTON, MA 02205-8761  
06/21/06 12:54PM

Store USPS	Trans	7
Wkstn sys008	Cashier	KW7P53
Cashier's Name	KEVIN	
Stock Unit Id	SIARKEVIN	
PO Phone Number	800-275-8777	
USPS #	2407980109	

1. BRM - Annual Fee	160.00
*** Paid In ***	
AIC Number: 0134	
Customer: hancock life ins.	
Account #: 20778-000	

Subtotal	160.00
Total	160.00

Personal/ Business Check 150.00

Number of Items Sold: 0

Thank You  
Please come again!