



**8.5% MGA
Commission***

**10% First Year
Premium Bonus!**

MARKETPOWER BONUS INDEX®

An exciting index annuity from EquiTrust Life Insurance Company®

- Income For Life Rider Available
- 10% Free Withdrawals after First Year
- Full Account Value at Death
- No Annuitization Required
- Nursing Home Waiver for ALL Applicant Ages**
- 0-75 No Commission Reduction

Call for more information:

*Commission may vary by state.

**Nursing Home Waiver not available in MA.

Surrender of the contract may be subject to surrender charge and market value adjustment. Product and rider not available in all states. Contract may vary by state. Withdrawals before age 59 1/2 may result in a 10% IRS penalty tax. Withdrawals do not participate in index growth. Contract issued on contract form Series ET-MPP-2000(02-05) with Rider ET-IMVA(07-09). Group Certificates issued on Form Series ET-MPP-2000C(01-07) with Rider ET-IMVAC(07-09). EquiTrust Life Insurance Company, West Des Moines, IA. **For Producer Use Only.** AC12-ET-MPP-1041



Advertising Requirements

Ad must be printed as is. No other copy or design revisions other than the addition of your contact information can be made without prior approval from EquiTrust Life Insurance Company. To customize this ad, highlight and replace the text in the shaded box with your contact information.

Note Regarding Inserting Contact Information in Fillable Field

In order to change and save your contact information inside the fillable field, you need Adobe Acrobat on your computer. If you or someone in your office does not have the appropriate software, please send an email with the exact contact information you wish to appear in the ad, and the specific ad you want to use.

Prior to use, send a copy of the final ad proof to EquiTrust Life, with the following information:

- Name of agent or organization running the ad
- Phone Number
- Email address
- How or where the ad will be used (mailed, newspaper ad, etc.)
- States in which the publication will be distributed

Send this information to:

EquiTrust Life Insurance Company
Attn: Advertising
P.O. Box 14500
Des Moines, IA 50306-3500

Or, send information and ad as an e-mail attachment to:

Bob.Baehr@EquiTrust.com

Questions?

Call Bob Baehr
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1-866-598-3694 x65118