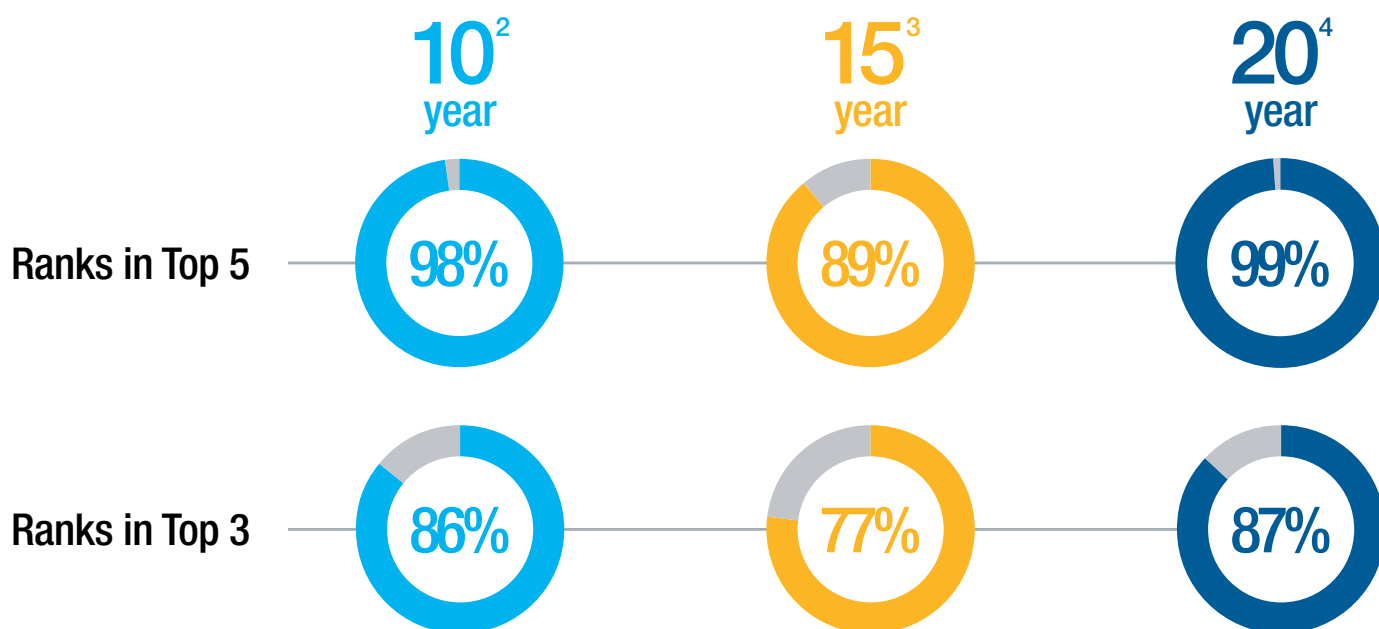


Straightforward & affordable.

Two of the biggest obstacles for clients when it comes to life insurance: they don't understand it, and think they can't afford it.¹

Enter **Protective® Classic Choice Term**. Designed with customers in mind, this easy-to-understand policy offers clients coverage at 10, 15, 20, 25 and 30 year terms, with level premiums and no surprises. What's more, it is built to fit the needs of clients without breaking the bank.

See how Protective Classic Choice Term stacks up when comparing lowest premiums



Ranks based on 20 carriers, Males and Females, three Non Tobacco underwriting classes, Ages 35-70 (every 5 years), at \$100k, \$250k, \$500k and \$1M death benefit. Current as of June 21, 2017.



Additional Information on Reverse Side.

Let's deliver on our promises. Together.

Contact your BGA or the Protective Life Sales Desk to learn more about Protective Classic Choice Term.



877.778.3500, option 1



www.myprotective.com

¹ 2017 Life Insurance Barometer Study, Life Happens

² 10 Year Level Benefit Period Rank. Ranks based on 216 pricing cells

³ 15 Year Level Benefit Period Rank. Ranks based on 192 pricing cells

⁴ 20 Year Level Benefit Period Rank. Ranks based on 168 pricing cells

Protective Classic Choice Term, policy form number (ICC16-TL21 / TL-21), and state variations thereof, is a level death benefit term life insurance policy to age 90, issued by Protective Life Insurance Company, Birmingham, AL. Policy form numbers, product features and availability may vary by state. Consult policies for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age of sex. In Montana, unisex rates apply. Premiums increase annually after the initial guaranteed premium period. All payments and guarantees are subject to the claims-paying ability of Protective Life Insurance Company.

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No Bank or Credit Union Guarantee	Not FDIC/NCUA Insured	May Lose Value	