


Getting the  
additional life  
insurance you  
need is easy –  
and  
affordable





**You have life insurance  
through work.  
*But is it enough?***

**The recommended coverage amount**

**10x Salary**

**\$200,000**

**=**

the average gap most people have between the life  
insurance they have and what they need



## Introducing Hero Life

An easy and  
affordable way to  
get the additional  
coverage you need.

- Up to 30X salary (or \$2 million) available – regardless of other group life insurance you have
- No-hassle online application process
- No medical exams

A woman with curly hair is shown from the chest up, looking upwards and to the right. She is wearing a light-colored top. The background is a solid light gray.

## Choose the coverage that's right for you

---

Available on top of existing group life coverage

---

Minimum: \$100k, Maximum \$2 million  
*(if age 18-55); \$1 million (if age 56-60)*

---

Also available to spouse and eligible dependents ages 18 to 60

---

Choice of 10, 15, 20 or 30-year terms

---



Coverage and premiums won't change for the length of the term



# Apply online. Get coverage within minutes.

- No medical exams required
- Instant issue: 96% of applicants receive a coverage decision within 90 seconds
- Conveniently billed to your debit or credit card





# Hero Life: The additional life insurance you need – hassle-free

- Enroll anytime (not just at annual enrollment)
- Buy some coverage now, and add to it later as needed
- You own the coverage (take it with you and keep it in force as life changes)

# How to apply

1. Employer provides link to application website

➔ 2. Have some basic information handy before you start online app

- Social Security number
- Driver's license
- Policy info for any existing individual life insurance

3. Call our expert call center if you have questions as you apply

800-430-3932 11 am – 8 pm EST







*No medical exams, bodily fluids, or Attending Physician's Statement (APS) for those applicants who qualify. Issuance of the policy may depend on upon the answers to the health questions in the application.*

*Premium rate and coverage are guaranteed as long as the scheduled payments are made.*

*Term life is not guaranteed issue and client must qualify for accelerated underwriting.*

*Hero Life is underwritten through Assurity Life Insurance Company. Assurity is A- (Excellent). A.M. Best ratings for insurers' financial strength range from A++ (Superior) to F (In liquidation). Hero Life is offered by Innovative Brokerage Network, DBA Traffk (Home Office: Louisville, KY) and is a consumer insurance marketing company.*