



Important Bonus Program Information

New “Affordable Products” Bonus Program

Four New products give your clients more options at more affordable rates!

- Earn \$100 for qualifying Individual/Family policies
 - SelectBlue Advantage®
 - BlueChoice® Select
 - BlueValue Advantage®
 - BlueChoice® Value

Continuance of Our Existing Bonus Season 2004 Program

We’re happy to announce that Bonus Season 2004 continues this Fall, for Individual/Family*, Children’s and Medicare Supplement policies.

- Earn \$50 for qualifying Individual/Family* and Children’s policies
- Earn \$25 for qualifying Medicare Supplement policies

Great Response to our Bonus Season 2004!

We’ve already have paid out tens of thousands of dollars this Bonus Season 2004! For those of you that are capitalizing on these Bonus dollars, you know how much that extra cash comes in handy.

If you haven’t already capitalized on this incentive... now’s the time to start!

Please contact your Marketing Consultant or General Agent with any questions.

Bonus Rules

To qualify for the Bonus dollars:

- The policy must go paid
- Policies may not be a plan change
- Medicare Supplement policies must be Plans C, D, E, or F and may be either the Standard or Med-Select option. In addition, Medicare Supplement policies may not be replacement policies. This includes an existing Blue Cross and Blue Shield replacement as well as replacements from another carrier.

All Bonus money earned in any particular month will be paid with your next monthly commission statement as appropriate.

The Bonus program may be changed or discontinued by Blue Cross and Blue Shield of Illinois at its sole option, at any time without notice. Blue Cross and Blue Shield of Illinois reserve the right to audit all business and determine all awards.

* Includes SelectBlue®, BlueValue®, Traditional Blue®, BasicBlue® and High Deductible.

CONSUMER MARKETS

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association