



Experience  
the Power of  
Collaborative  
Thinking

# F&G Annual Advertising Bulletin and Advertising Guidelines

## F&G External Ad Review Steps | F&G Ad Review Requirements | F&G Required Disclosures

Fidelity & Guaranty Life Insurance Company (the “Company”) requires our appointed producers to submit any advertisements specific to our company or products for review and approval prior to use of any such advertising. This applies to individual insurance and financial professionals, agencies, and independent marketing organizations.

Our Company follows the NAIC Advertisements of Life Insurance and Annuities Model Regulation which defines advertising broadly to include any material designed to create public interest in life insurance or annuities or in an insurer or in an insurance producer. This includes any type of advertising directed at consumers as well as any kind of advertising directed at financial professionals only. Our review requirements include advertisements that identify our products or company by name as well as any advertisements that may not mention our Company or products directly by name but refer to our Company or products indirectly by citing features or attributes of our Company or products. The purpose of advertisements must be clear they are intended to generate interest in life insurance or annuity products. Advertisements may not use pretext to disguise the true purpose of the advertisement such as promoting estate planning, living trusts, seminars, government program benefits, or any other service or activity without disclosing that life insurance or annuities are being marketed and sold.

An advertisement shall be truthful and not misleading in fact or by implication. The form and content of an advertisement shall be sufficiently accurate, complete, and clear so as to avoid deception. The advertisement shall not have the capacity to tendency to mislead or deceive.

## External Ad Review Steps

### Advertising Submission Form

- Once you have your advertisement finalized and ready to submit, please complete the [Advertising Submission Form](#) (Submission Form).

**When submitting advertising material for review, the language and graphics must be in their final format. We cannot accept handwritten pieces or text-only pieces. We must have the final piece as you intend to use it, including graphics.**

## Advertising Review Process

- Upon submission, your review will take 7-10 business days (some pieces such as presentations take longer).
- F&G will assign a Form Number and Approval Number to each advertisement submitted. These unique numbers are required to appear on the advertisements.
- Once reviewed, we will provide you with revisions to be made, if applicable.
- When revisions are made, resubmit the advertisement back for final approval, prior to use. Once approved, do not alter or amend approved material. Any alteration requires the information to be reviewed. This approval will be good for one year or less in the case of product changes or regulatory developments affecting the advertised product. *The Company reserves the right to revisit all approvals.*

## General Advertising Requirements

**These guidelines are intended to provide general guidance to Fidelity & Guaranty Life Insurance Company's financial professionals and agencies regarding advertising compliance and disclosure requirements. They are not intended to be comprehensive. All advertising of F&G products and logo use must be submitted, reviewed and approved by F&G prior to use.**

**By complying with these guidelines, F&G can complete the review and approval of your advertisement request timely. Please note that guidelines are updated regularly due to changing regulation.**

1. When submitting advertising material for review, the language and graphics must be in final format. Both the submitter and any users are responsible for reviewing the requirements and all other applicable compliance requirements contained in our Market Conduct Guide, Code of Ethical Conduct, Marketing Practices and Compliance Bulletins found on SalesLink®. *Failure to obtain the Company's approval of all such material prior to its use may constitute grounds for discipline up to and including termination of the contract and appointment with the Company.*
2. Any advertised product must be clearly identified as either a life insurance policy or annuity contract and include an example of the product. Examples:
  - Life Insurance: Indexed Universal Life (IUL)
  - Annuity: Fixed Indexed Annuity (FIA), Multi-year Guaranteed Annuity (MYGA)
3. If the company is referenced, the full legal name as well as city and state of domicile of the company must be displayed on the advertisement, as well as include the marketing name disclosure on advertisement.
  - Fidelity & Guaranty Life Insurance Company, Des Moines, IA – May be shortened to F&G
  - Fidelity & Guaranty Life Insurance Company of New York, New York, NY – May be shortened to F&G of New York
4. Advertisements may not describe an insurance-only agent as a “financial planner”, “investment advisor”, “financial consultant” or “financial counselor”, or use similar terms to disguise the financial professional is in the business of selling insurance. Insurance and financial professionals who provide financial planning or investment advisory services must disclose they are compensated for selling insurance and annuity policies.

5. No advertisement shall use the terms “investment,” “investment plan,” “founder’s plan,” “charter plan,” “deposit,” “expansion plan,” “profit,” “profits,” “profit sharing,” “interest plan,” “savings,” “savings plan,” “private pension plan,” “retirement plan” or other similar terms in connection with a policy in a context or under such circumstances or conditions as to have the capacity or tendency to mislead a purchaser or prospective purchaser of such policy to believe that he will receive, or that it is possible that he will receive, something other than a policy or some benefit not available to other persons of the same class and equal expectation of life.
6. Any comparisons among products must be fair, balanced and reasonably complete. Advertisements should never disparage competing products, financial professionals, or companies.
7. Any hypothetical examples must be clearly described underlying assumptions and must include guaranteed information if non-guaranteed is shown.
8. If the advertisement contains any statistics or similar factual information, the source and date of the statistics must be cited in the advertisement. All statistical information must be current and accurate. Note that any statistics must be recent and relevant and should be updated every two years.
9. The product advertised must be available for sale in all states in which the advertisement will be used or alternatively there must be a clear indication the product is only available in certain states which should be specified. Any designations used in an advertisement must be on our approved list below:

CAS® Certified Annuity Specialist	CPA® Certified Public Accountant	CASL® Chartered Advisor for Senior Living
CPC Certified Pension Consultant	CEBS Certified Employee Benefit Specialist	CPCU® Chartered Property Casualty Underwriter
CEP® Certified Estate Planner	CRPC® Chartered Retirement Planning Counselor <sup>SM</sup>	CFA® Chartered Financial Analyst
CRPS Chartered Retirement Plans Specialist	CFEd® Certified Financial Educator	FLMI Fellow, Life Management Institute
CFP® Certified Financial Planner	LUTCF® Life Underwriting Training Counsel Fellow <sup>SM</sup>	ChFC® Chartered Financial Consultant
MSFS Master of Science in Financial Services	CIC Certified Insurance Counselor	REBC® Registered Employee Benefits Consultant®
CLTC Certified in Long-Term Care	RFC® Registered Financial Consultant®	CLU® Chartered Life Underwriter
CIMA® Certified Investment Management Analyst®	RICP® Retirement Income Certified Professional®	

# Advertising Disclosure Requirements

1. Advertisements for financial professional use only must be written in a manner that makes clear it is for financial professional use only and must include on every page in no less than 8 point type the following (or similar) language:
  - For financial professional use only. Not for use with the general public.
2. On any advertisements that use “F&G” or the F&G logo, our Marketing Name Disclosure must be included:
  - “F&G” is the marketing name for Fidelity & Guaranty Life Insurance Company issuing insurance in the United States outside of New York. Life insurance and annuities issued by Fidelity & Guaranty Life Insurance Company, Des Moines, IA.
  - Note: Any use of the F&G Logo must be approved by the Company, including but not limited to printed material, websites, social media platforms, radio, print, and TV advertising, direct mail, signs, and sales presentations. Do not alter, amend, our logos in any way, including color, size, shape, or content.
  - NY Disclosure - F&G is the marketing name for Fidelity & Guaranty Life Insurance Company of New York issuing insurance in New York. Life insurance and annuities issued by Fidelity & Guaranty Life Insurance Company of New York, New York, NY.
3. If an annuity advertisement references the Market Value Adjustment (MVA) feature, the following disclosure must be shown:
  - A Market Value Adjustment will apply to any withdrawals above the free withdrawal amount and may increase or decrease surrender value.
4. Any reference to the company’s third-party commercial ratings – e.g., AM Best – must provide the full description of the rating, a statement showing the number of categories, where the company rating ranks among those categories and the date of the rating. Example:
  - AM Best Financial Strength Rating: A (“Excellent”), 3rd highest out of 13 ratings for financial strength. Rating as of January 2024. Financial strength rating for Fidelity & Guaranty Life Insurance Company for S&P is A-, 3rd highest out of 11 ratings for financial strength. Rating as of September 2024. Financial strength rating for Fidelity & Guaranty Life Insurance Company for Fitch is A-, 3rd highest out of 11 ratings for financial strength. Rating as of August 2024. Financial strength rating for Fidelity & Guaranty Life Insurance Company for Moody’s is A3, 3rd highest out of 9 ratings for financial strength. Rating as of October 2024.
5. Indexed interest crediting options mentioned in connection with one of F&G’s products, require disclosure language to be included. F&G will provide those to be added to the advertisement.
6. Consumer product advertisements must include the policy form number for any product(s) mentioned. F&G will provide those to be added to the advertisement. This is not required for financial professional only pieces.
7. All advertisements written, created, designed, or presented by an insurance or financial professional or other party responsible for advertisement must be approved by F&G prior to use.
8. Reference to other product features, testimonials and or endorsements may require additional disclosures.

Questions may be directed to the team via the [Ad Review Questions Form](#)

“F&G” is the marketing name for Fidelity & Guaranty Life Insurance Company issuing insurance in the United States outside of New York. Life insurance and annuities issued by Fidelity & Guaranty Life Insurance Company, Des Moines, IA.