

term life insurance

Horizon 20 Year* Term New York

Because you work hard for your family, it makes sense to be sure they're financially protected—in life and death. This is where term life insurance helps out. It helps give you:

- Peace of mind that your family will be taken care of
- The ability to purchase affordable insurance for your dollar

* or to age 70, if earlier

**Allstate Life Insurance Company
of New York**



Allstate®

Workplace Division

Be well. Be smart. Be protected.

why?

No one likes to think about death. But it'll happen to all of us someday. Have you thought about how your family's quality of life will be affected if they lose you—and your income?

Term life insurance helps assure you that money won't be your family's major worry when you're gone. Chances are, you'll live a long time. It's probably smart to have term life insurance, which can help pay for expenses should your untimely death occur, while you are covered under the policy. So you can help protect your family's future.

Americans Value Life Insurance but Are Underinsured

Life insurance is important to American families.
Life insurance beat out all other sources of financial assets or income that Americans expect to use to help pay bills and to maintain their lifestyle if the primary wage earner dies.

Millions of Americans have no life insurance coverage.
Twenty-four million U.S. households (22 percent) have no life insurance protection at all.

Many Americans recognize they are underinsured.
Forty-four percent of all U.S. households (48 million) either don't own life insurance and believe they should, or own life insurance and believe they need more. Among those that already own some life insurance, 40 percent believe they don't have enough.

Many U.S. households would be inadequately prepared if the primary wage earner died.

- One fourth feel they do not have a plan in place to provide a decent standard of living for their family if they died tomorrow.
- Approximately 12 percent would immediately have trouble meeting everyday living expenses, and another 15 percent would have difficulty keeping up with expenses after several months.

All facts are from LIMRA International's *Life Insurance Ownership Study, Facts About Life*, 2005.

Term life insurance might be right for you if:

- You're the primary wage earner in your family
- Your family would have trouble living comfortably without your income
- You've got regular debts, like a mortgage, car payments or credit cards
- You have children under 18
- You want to supplement your employer's basic group life insurance
- You want a policy that will pay a tax free amount to your beneficiary at your death
- You're young and you want to insure your life while you're still healthy

how?

It works like this:

You decide if term life insurance fits your family's needs and your budget. Once you purchase the coverage, and continue paying premiums, you're protected until the end of the term.

Term coverage is perfect for the individual who wants higher amounts of coverage for a set period of time.

It's similar to owning an automobile policy. While your automobile policy is in force you're covered against any unexpected loss. However, if a covered event does not occur during the term of coverage, no benefits are paid and at the end of coverage there is no refund of premiums.

For Younger and Older

Whether you are younger or older, it is always a good time to start planning for the unexpected. There is never a better time. With term life insurance, you generally can buy higher levels of coverage at a younger age, when the cost of coverage is lower.

The policy pays the death benefit to the person you choose, should you die during the term of the policy. And the Horizon Term New York offers a conversion privilege to a permanent plan of life insurance anytime before your 65th birthday. And, conversion of your policy during the term of coverage to any non-term life policy does not require any medical examinations or lengthy application processes.

Add An Optional Rider To Your Policy

It's easy to enhance your coverage by adding one or more of the following optional riders: Spouse Term; Accidental Death Benefit; Waiver of Premium; Children's Term; or Accelerated Death Benefit/Living Benefit.

What you get:

- Term life insurance gives your beneficiary a source of funds. This money could be used to help continue mortgage payments, college education or other large expenses that don't stop with an untimely death.
- Affordable premiums, conveniently deducted from your paycheck
- Coverage that can be renewed with no medical questions to answer or tests to take.
- Coverage available for your whole family
- A portable policy you can keep if you change jobs or retire, as long as you pay premiums to the insurance company
- Tax-free death benefit to your beneficiary

How Much Insurance Do You Need?

As a general rule of thumb for calculating your life insurance needs, multiply your annual salary by seven. However, remember that, with coverage equal to seven times your income, the analysis is not over. It's just a rule of thumb and may be way too much or way too little. Consult with an agent to get a more precise figure.

Enter your present gross income = _____

Take your present gross income and multiply it by 7 = _____

Now, subtract your existing death benefit protection - _____

Estimated level of protection = _____



Allstate Life Insurance Company of New York

Rev. 1/06 (Indeterminate Premium) Horizon 20 Year Term Life insurance benefits provided by policy NYP20RCT and riders provided by riders TRM-STRNY, TRM-ADBNY, TRM-PWNY, TRM-CTRNY and TRM-LBRNY. This brochure highlights some policy features but is not the insurance contract. Only the actual policy provisions control. The policy itself sets forth, in detail, the rights and obligations of both the insured and the insurance company. Policies issued by Allstate Life Insurance Company of New York (Home Office, Hauppauge, NY).

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