

# THE CLASSIC COLLECTION

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The Classic Collection provides all the marketing materials you need with a timeless, professional style designed to build trust and create meaningful connections. Featuring clean layouts, traditional design elements, and an approachable feel, this collection is ideal for brands that value reliability, credibility, and personal service. The balanced design and familiar aesthetic create polished marketing pieces that feel welcoming, dependable, and easy to recognize.

## **LOOK AND FEEL**

The cool blue color palette reflects trust, stability, and professionalism, while subtle gradients add depth without distraction. Clean angles paired with soft, rounded elements create a balanced sense of structure and flow. The result is a modern, polished design that feels both reliable and approachable.



# THIS COLLECTION FEATURES:

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\*Throughout this catalog, this designated frame indicates where a headshot can be placed, and all displayed logos can be customized or replaced upon request.\*

**BUSINESS CARDS**

**FACEBOOK ADS**

**FLYERS**

**IMPORTANT NUMBER CARD**

**POSTCARDS**

**DOOR HANGERS**

**LETTERS**

**BOOKMARK**

**LETTERHEADS**

**MEDICATION TRACKER**

**TRIFOLD BROCHURE**

**RECIPE CARDS**

# BUSINESS CARD

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A business card creates a memorable impact. Presenting a card that is clean and professional conveys the quality and reliability of your brand. This small but powerful touch helps potential clients and partners remember your business and feel more comfortable reaching out.



FRONT

**CL-BC-1**



BACK

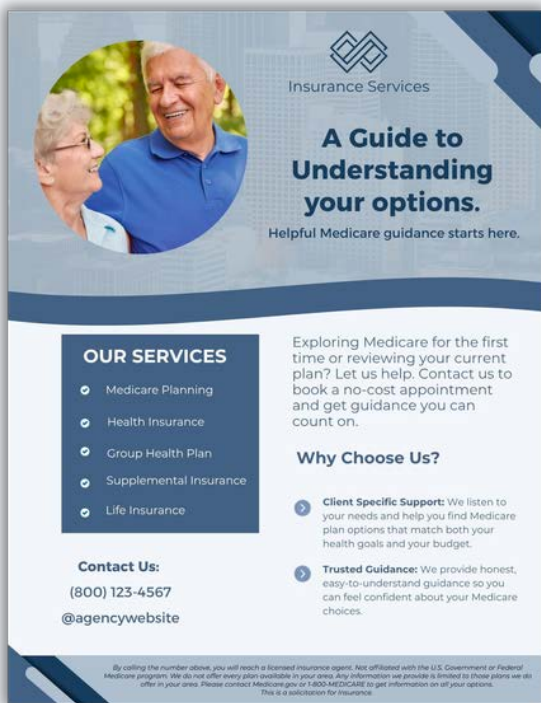
## DETAILS:

These designs are formatted to the standard 3.5" x 2" business card size, making them an essential tool for any agent's marketing efforts. For the highest quality finish, we recommend printing on a premium, heavier cardstock, though this flexible design also works beautifully with glossy, matte, or textured paper options.

# MEDICARE FLYERS

Each flyer contains the same core information, with varied title headings and imagery to appeal to different preferences.

## T65 FLYERS



CL-FLY65-1

CL-FLY65-2



CL-FLY65-3

# MEDICARE FLYERS

*Each flyer contains the same core information, with varied title headings and imagery to appeal to different preferences.*



**CL-FLY65-4**



**CL-FLY65-5**

## DETAILS

Turning 65 flyers are a smart and budget-friendly way for insurance agents to reach individuals right as they begin exploring Medicare options. Sized at 8.5" x 11", these flyers build a strong local presence, position you as a reliable resource, and encourage inbound interest without relying on high-pressure sales tactics. Whether distributed at community events or mailed within your target area, these flyers help spark conversations, increase brand recognition, and convert prospects into long-term clients.

# MEDICARE FLYERS

*\*Each flyer contains the same core information, with varied title headings and imagery to appeal to different preferences.\**

## MEDICARE SWITCHING PLANS



**Insurance Services**

**Considering a Medicare plan review?**  
We can help you explore your choices.

**OUR SERVICES**

- Medicare Planning
- Health Insurance
- Group Health Plan
- Supplemental Insurance
- Life Insurance

**Contact Us:**  
(800) 123-4567  
@agencywebsite

As your health and lifestyle change, your coverage needs may change too. Whether you're seeking a different provider network, or are interested in learning about plans that may include additional benefits, it's worth reviewing your options.

**We're here to help you:**

- Learn how Medicare plans and provider networks differ.
- Review costs, coverage details, and available benefits.
- See whether changing plans aligns with your needs and budget.

**No cost. No pressure. Just clear guidance from a licensed agent.**

By calling the number above, you will reach a licensed insurance agent. Not affiliated with the U.S. Government or Federal Medicare program. We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all your options. This is a solicitation for insurance.

CL-FLYSP-1



**Insurance Services**

**It Could Be a Good Time to Take a Fresh Look at Your Medicare Coverage.**

**OUR SERVICES**

- Medicare Planning
- Health Insurance
- Group Health Plan
- Supplemental Insurance
- Life Insurance

**Contact Us:**  
(800) 123-4567  
@agencywebsite

As your health and lifestyle change, your coverage needs may change too. Whether you're seeking a different provider network, or are interested in learning about plans that may include additional benefits, it's worth reviewing your options.

**We're here to help you:**

- Learn how Medicare plans and provider networks differ.
- Review costs, coverage details, and available benefits.
- See whether changing plans aligns with your needs and budget.

**No cost. No pressure. Just clear guidance from a licensed agent.**

By calling the number above, you will reach a licensed insurance agent. Not affiliated with the U.S. Government or Federal Medicare program. We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all your options. This is a solicitation for insurance.

CL-FLYSP-2



**Insurance Services**

**Discover Whether a Different Medicare Option Fits Your Needs Better.**

**OUR SERVICES**

- Medicare Planning
- Health Insurance
- Group Health Plan
- Supplemental Insurance
- Life Insurance

**Contact Us:**  
(800) 123-4567  
@agencywebsite

As your health and lifestyle change, your coverage needs may change too. Whether you're seeking lower costs, a different doctor network, or added benefits, it's worth reviewing your Medicare options.

**We're here to help you:**

- Learn how Medicare plans and provider networks differ.
- Review costs, coverage details, and available benefits.
- See whether changing plans aligns with your needs and budget.

**No cost. No pressure. Just clear guidance from a licensed advisor.**

By calling the number above, you will reach a licensed insurance agent. Not affiliated with the U.S. Government or Federal Medicare program. We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all your options. This is a solicitation for insurance.

CL-FLYSP-3

# MEDICARE FLYERS

*Each flyer contains the same core information, with varied title headings and imagery to appeal to different preferences.*



**CL-FLY65-4**



**CL-FLY65-5**

## DETAILS

Using Medicare plan comparison flyers is an effective and affordable way for insurance agents to connect with seniors who may be considering a plan change.

Sized at 8.5" x 11", whether shared through direct mail, community events, or senior centers, they encourage meaningful conversations, build credibility, and help guide individuals toward coverage that better fits their needs—turning interested prospects into long-term clients.

# MEDICARE FLYERS

*\*Each flyer contains the same core information, with varied title headings and imagery to appeal to different preferences.\**

## ACA FLYERS



CL-FLYACA-1



CL-FLYACA-2



CL-FLYACA-3

# MEDICARE FLYERS

*Each flyer contains the same core information, with varied title headings and imagery to appeal to different preferences.*



**CL-FLYACA-4**



**CL-FLYACA-5**

## DETAILS

Using ACA (Affordable Care Act) flyers is a practical and cost-effective way for insurance agents to connect with individuals and families seeking quality, affordable health coverage. Sized at 8.5" x 11", these flyers are ideal for sharing through direct mail, community events, or local outreach efforts. They help position you as a knowledgeable resource, spark conversations about healthcare options, and guide prospects toward plans that fit their needs and budget—turning interested individuals into long-term clients.

# MEDICARE FLYERS

*\*Each flyer contains the same core information, with varied title headings and imagery to appeal to different preferences.\**

## DSNP FLYERS



**Insurance Services**

**Explore plan options for Medicare and Medicaid.**

**OUR SERVICES**

Our licensed agents are here to help—free of charge and with no pressure—so you can make a confident choice that fits your healthcare needs.

**Contact Us:**  
(800) 123-4567  
@agencywebsite

Have both Medicare and Medicaid? You may be eligible for a Dual Special Needs Plan (D-SNP), a type of Medicare Advantage plan designed just for people with both types of coverage.

**We're here to assist you:**

- Get familiar with D-SNPs and how they work
- Explore plan options available near you
- Look at coverage details to see if a D-SNP meets your needs

By calling the number above, you will reach a licensed insurance agent. Not affiliated with the U.S. Government or Federal Medicare program. We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all your options. This is a solicitation for insurance.

CL-FLYDSNP-1



**Insurance Services**

**Find Medicare and Medicaid plans designed to meet your needs.**

**OUR SERVICES**

Our licensed agents are here to help—free of charge and with no pressure—so you can make a confident choice that fits your healthcare needs.

**Contact Us:**  
(800) 123-4567  
@agencywebsite

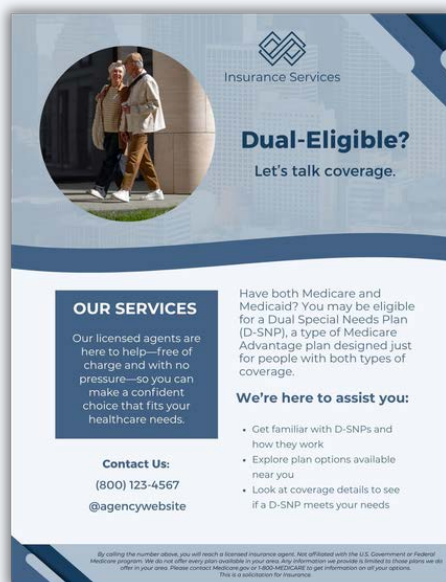
Have both Medicare and Medicaid? You may be eligible for a Dual Special Needs Plan (D-SNP), a type of Medicare Advantage plan designed just for people with both types of coverage.

**We're here to assist you:**

- Get familiar with D-SNPs and how they work
- Explore plan options available near you
- Look at coverage details to see if a D-SNP meets your needs

By calling the number above, you will reach a licensed insurance agent. Not affiliated with the U.S. Government or Federal Medicare program. We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all your options. This is a solicitation for insurance.

CL-FLYDSNP-2



**Insurance Services**

**Dual-Eligible?**  
Let's talk coverage.

**OUR SERVICES**

Our licensed agents are here to help—free of charge and with no pressure—so you can make a confident choice that fits your healthcare needs.

**Contact Us:**  
(800) 123-4567  
@agencywebsite

Have both Medicare and Medicaid? You may be eligible for a Dual Special Needs Plan (D-SNP), a type of Medicare Advantage plan designed just for people with both types of coverage.

**We're here to assist you:**

- Get familiar with D-SNPs and how they work
- Explore plan options available near you
- Look at coverage details to see if a D-SNP meets your needs

By calling the number above, you will reach a licensed insurance agent. Not affiliated with the U.S. Government or Federal Medicare program. We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all your options. This is a solicitation for insurance.

CL-FLYDSNP-3

# MEDICARE FLYERS

*Each flyer contains the same core information, with varied title headings and imagery to appeal to different preferences.*



**Insurance Services**

**Find out if a D-SNP plan could be a good fit for your needs.**

**OUR SERVICES**

Our licensed agents are here to help—free of charge and with no pressure—so you can make a confident choice that fits your healthcare needs.

**Contact Us:**  
(800) 123-4567  
@agencywebsite

Have both Medicare and Medicaid? You may be eligible for a Dual Special Needs Plan (D-SNP), a type of Medicare Advantage plan designed just for people with both types of coverage.

**We're here to assist you:**

- Get familiar with D-SNPs and how they work
- Explore plan options available near you
- Look at coverage details to see if a D-SNP meets your needs

By calling the number above, you will reach a licensed insurance agent, not affiliated with the U.S. Government or Federal Medicare program. We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all your options. This is a solicitation for insurance.

**CL-FLYDSNP-4**



**Insurance Services**

**Medicare & Medicaid?**  
Let's talk coverage.

**OUR SERVICES**

Our licensed agents are here to help—free of charge and with no pressure—so you can make a confident choice that fits your healthcare needs.

**Contact Us:**  
(800) 123-4567  
@agencywebsite

Have both Medicare and Medicaid? You may be eligible for a Dual Special Needs Plan (D-SNP), a type of Medicare Advantage plan designed just for people with both types of coverage.

**We're here to assist you:**

- Get familiar with D-SNPs and how they work
- Explore plan options available near you
- Look at coverage details to see if a D-SNP meets your needs

By calling the number above, you will reach a licensed insurance agent, not affiliated with the U.S. Government or Federal Medicare program. We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all your options. This is a solicitation for insurance.

**CL-FLYDSNP-5**

## DETAILS

Using D-SNP Medicare flyers is a smart and cost-effective way for insurance agents to connect with dual-eligible individuals who may benefit from specialized coverage.

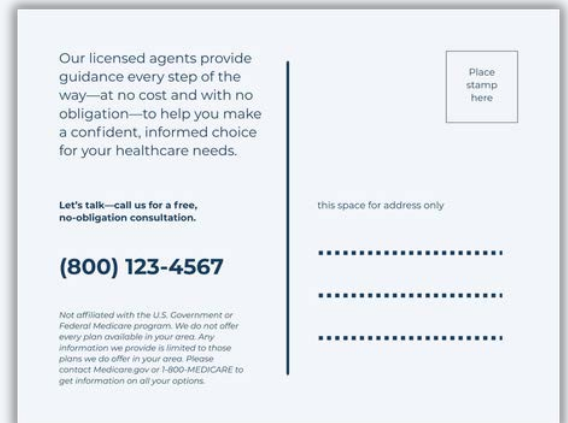
Sized at 8.5" x 11", these flyers help position you as a knowledgeable local resource while reaching a targeted audience without high-pressure tactics. Whether distributed through direct mail, clinics, pharmacies, or community centers, they encourage meaningful conversations, build trust, and guide eligible individuals toward plans that better support their healthcare needs—turning interest into long-term client relationships.

# POSTCARDS

*Each postcard contains the same core information, with varied title headings and imagery to appeal to different preferences.*



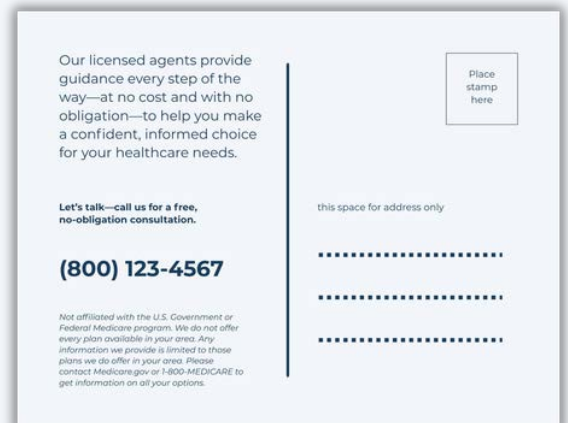
*Medicare Plans*



**CL-PCMP-1**



*Medicare Plans (Switching)*



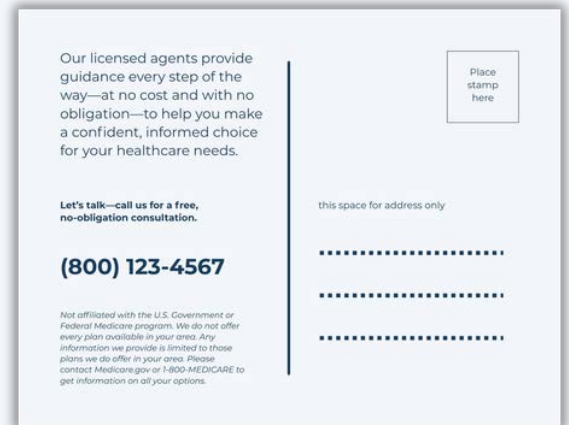
**CL-PCSP-1**

# POSTCARDS

*Each postcard contains the same core information, with varied title headings and imagery to appeal to different preferences.*



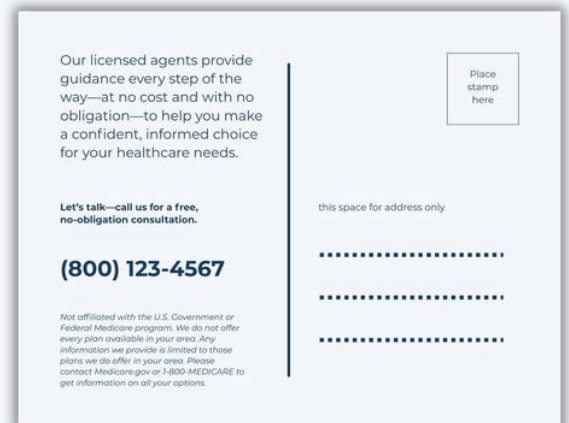
*Medicare Plans (DSNP)*



**CL-PCDSNP-1**



*Medicare Plans (ACA)*



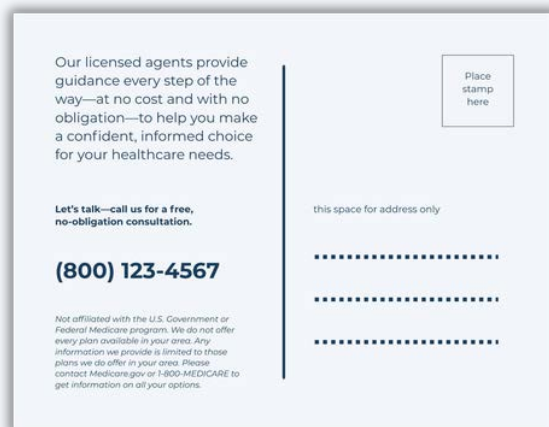
**CL-PCACA-1**

# POSTCARDS

*Each postcard contains the same core information, with varied title headings and imagery to appeal to different preferences.*



*Medicare Plans (DSNP)*



**CL-PCDSNP-2**

## DETAILS

Postcards are a simple yet effective way to promote your business while staying connected with clients and prospects. Sized at 5.5" x 4.25", each postcard offers a compact, eye-catching format perfect for sharing important updates, reminders, or special offers. Whether used for outreach, follow-ups, or event promotions, these versatile designs help capture attention, reinforce your brand, and keep your message top of mind.

# LETTERS



GENERIC

CL-LTR-2

CL-LTR-1



FINAL EXPENSE

# LETTERS



INSURANCE SOLUTIONS

Dear [Client Name],

Medicare's Annual Enrollment Period (AEP) is coming up soon, running from October 15 through December 7—this is the time each year when many people explore new coverage options or make changes to their plans.

Before you make any decisions, I'd welcome the chance to review your current coverage with you. As your licensed agent, my goal is to help you better understand your options and confirm that your plan continues to meet your needs.

**During a quick review, we can go over:**

- Any recent changes to your doctors, prescriptions, or healthcare needs
- Plan updates that could impact your coverage or costs
- Whether your current plan is still the best fit for you
- Any questions you may have about the upcoming plan year

Scheduling early can help you avoid the rush and give you more time to feel confident in your choices. You can call or text me at [Your Phone Number], or reply to this message to set up a convenient time—there's no cost and no pressure.

Thank you for trusting me with your Medicare coverage. I'm here to help guide you every step of the way.

**Stay Covered. Stay Confident.**

Warm Regards,

**Agent Name**  
Your licensed Insurance Agent



hello@realtysite.com



123 Anywhere St., Any City, ST 12345

CL-LTR-3



INSURANCE SOLUTIONS

Dear [Client First Name],

I hope this letter finds you well. As we move closer to the Medicare **Annual Enrollment Period (AEP)**—which runs from **October 15 through December 7**—I wanted to reach out and help you prepare for the upcoming season.

Each year, Medicare plans can change. These changes may include:

- Monthly premiums
- Prescription drug coverage
- Provider networks
- Copays, deductibles, and out-of-pocket costs

Because of these potential updates, it's important to review your current coverage to make sure it still meets your healthcare and budget needs for the coming year.

**What You Can Do Now**

To get ahead of AEP, I recommend:

- Reviewing your current plan's **Annual Notice of Change (ANOC)** when it arrives
- Making note of any changes in your medications or providers
- Preparing questions about your current coverage

**How I Can Help**

As a licensed Medicare advisor, I'm here as a resource to help you understand your options and answer your questions. During AEP, you will have the opportunity to review available plans and make changes if needed.

If you'd like to schedule a time to talk once the enrollment period begins, I'd be happy to assist you.

**Important Reminder:** There is **no obligation to make any changes**, and reviewing your options does not require enrollment in a new plan.

Thank you for allowing me to be a resource for your Medicare needs.

If you have any questions now or would like to prepare for AEP, please don't hesitate to reach out.

Warm Regards,

**Agent Name**  
Your licensed Insurance Agent



hello@realtysite.com



123 Anywhere St., Any City, ST 12345

DENTAL

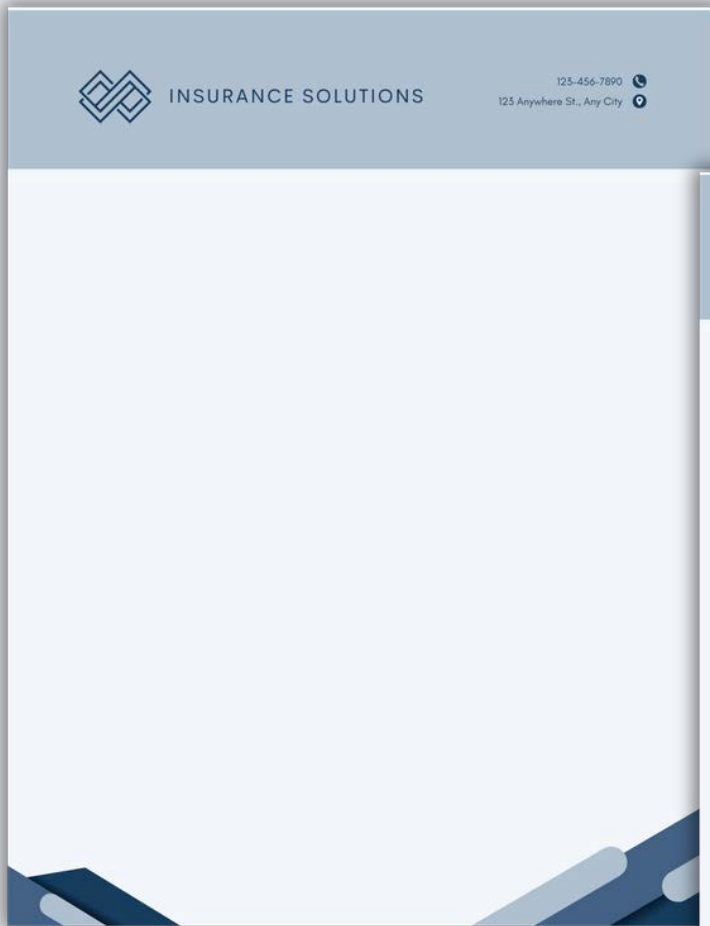
CL-LTR-4

PRE-AEP

# LETTERHEAD

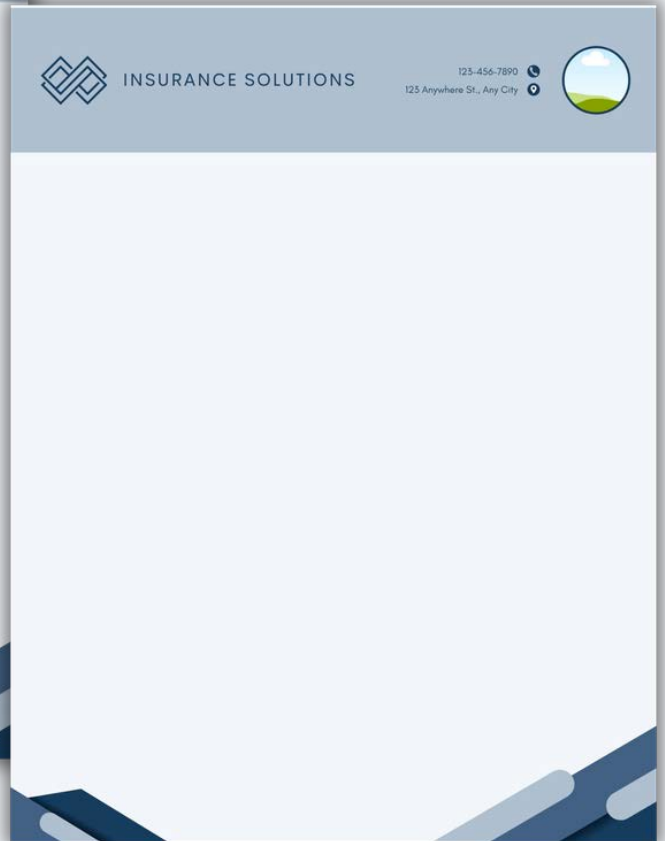
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A well-designed letterhead adds a polished, professional touch to every message you send. Clean and consistent, it reinforces your brand identity while helping your communication stand out and stay memorable.



WITHOUT HEADSHOT

**CL-LH-1**



WITH HEADSHOT

## DETAILS:

Designed in a standard 8.5" x 11" format, these letterheads are perfect for customizing letters, flyers, and other client-facing documents. They print beautifully on a variety of paper types, from everyday printer paper to premium cardstock.

# BROCHURES



CL-TB-1

## DETAILS:

Designed in a convenient 11" x 8.5" horizontal tri-fold layout, this brochure is perfect for sharing an overview of your services with both prospective and current clients. For the best presentation, we suggest printing on thicker paper, though the design looks polished on glossy, matte, or textured finishes alike.

# BROCHURES

CL-TB-2



**Not Sure Your Current Medicare Plan Still Fits? We Can Help.**



AGENCY NAME

**Contact Us Today!**



AGENCY NAME

+123-456-7890

johndoe@email.com

real

123

**About**

Medicare comes with many choices, but you don't have to face them alone. Our team provides individualized guidance to help you plan with confidence and clarity.

**We're here to support you by:**

- Explaining how different plans and provider networks compare
- Reviewing costs, coverage options, and benefits side by side

**Annual Enrollment:**

October 15- December 7

As your health and lifestyle evolve, your insurance needs may shift too. Whether you're aiming to reduce expenses, access a new network of providers, or gain additional benefits, it's important to take time to review your Medicare options.

**Who should review their Medicare plan?**

- Your monthly premiums or out-of-pocket costs have gone up
- You've experienced a recent change in your health or received a new diagnosis
- Your preferred doctor is no longer included in your plan's network
- Your prescription medication needs have changed

If any of these apply to you, it may be time to revisit your Medicare coverage. A quick review can help make sure your plan still aligns with your healthcare needs and budget.

**Why choose us?**

Welcoming & Knowledgeable

Community Driven

Skilled and Well-Informed

Reliable



AGENCY NAME

MEDICARE PLANS  
(SWITCHING)

# FACEBOOK ADS

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## T65 ADS



**CL-FAT65-1**



**CL-FAT65-2**



**CL-FAT65-3**

# FACEBOOK ADS

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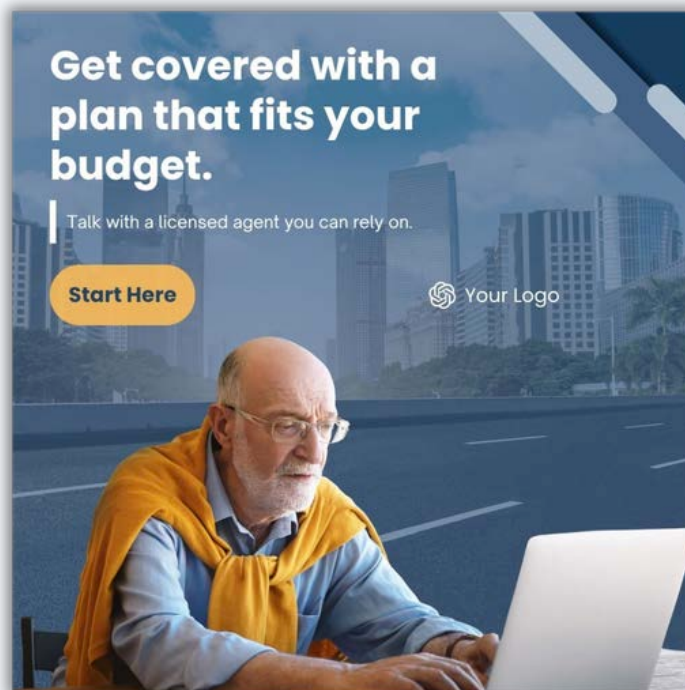
## ACA ADS



**CL-FAACA-1**



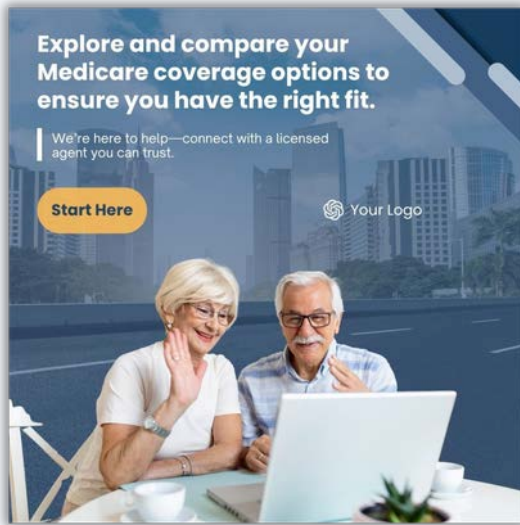
**CL-FAACA-2**



**CL-FAACA-3**

# FACEBOOK ADS

## SWITCHING PLANS ADS



**CL-FASP-1**



**CL-FASP-2**



**CL-FASP-3**

## DETAILS

Facebook ads are a powerful way to reach the right audience and grow your business. With targeted messaging and strategic placement, they help you connect with potential clients, increase visibility, and drive real results where it matters most—all while taking your marketing to the next level.

# IMPORTANT NUMBERS CARD



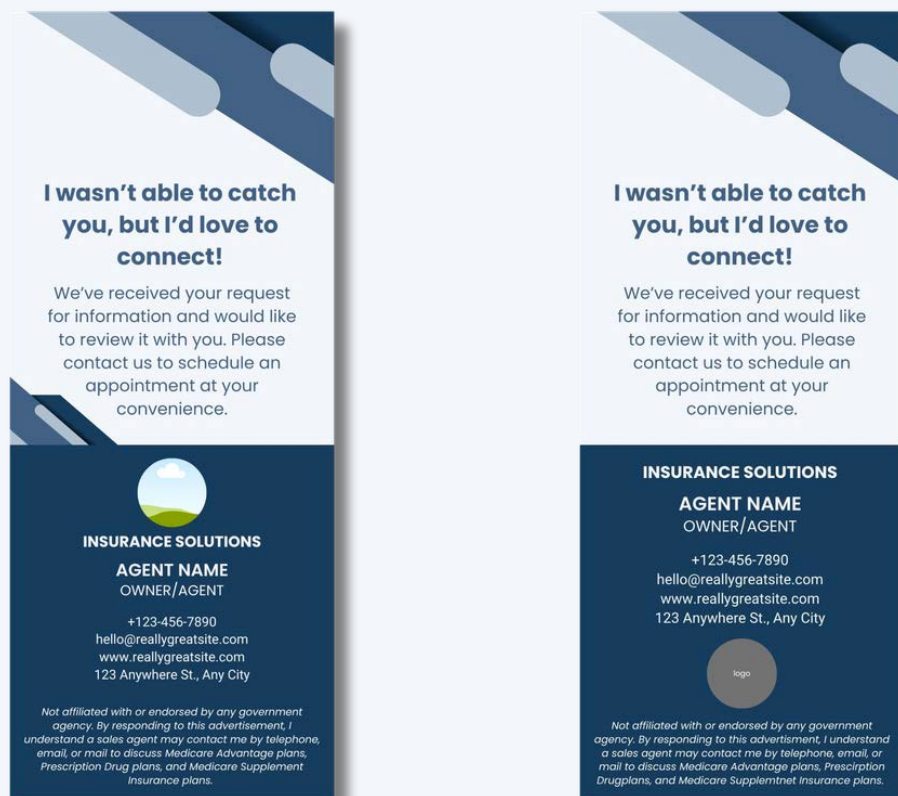
**CL-INC-1**

## DETAILS

Important Numbers cards are a practical and thoughtful way to provide value while keeping your brand visible. Sized at 5.5" x 4.25", these cards are perfect for listing key contacts and essential information clients may need at any time. Ideal for keeping in a wallet or on a refrigerator, they offer everyday convenience while ensuring your name and contact details are always within reach.

# DOOR HANGERS

A well-designed door hanger makes an immediate and memorable impression. Placing a clean, professional design directly in someone's space reinforces the credibility and quality of your brand. This simple yet effective marketing tool helps capture attention, making it easier for potential clients to remember your services and feel confident taking the next step.



**CL-DH-1**

## DETAILS:

These designs are formatted at 3.5" x 8.5" and serve as effective tools for connecting with your clients. For the best results, we suggest printing on a durable, premium cardstock, though this adaptable design also looks great on glossy, matte, or textured finishes.

\*Please note that die-cut placement may vary by printer.

# BOOKMARK

Bookmarks offer a subtle yet lasting way to stay connected with your audience. Practical and easy to keep on hand, it naturally finds a place in everyday reading—whether it’s a favorite book or important guides like “Medicare & You.” This simple, functional piece keeps your brand visible over time, helping clients remember your name and making it easy to stay top of mind.

## CL-BM-1



WITH HEADSHOT



WITHOUT HEADSHOT

## DETAILS:

These designs are formatted at 3.5" x 8.5" and serve as effective tools for connecting with your clients. For the best results, we suggest printing on a durable, premium cardstock, though this adaptable design also looks great on glossy, matte, or textured finishes.

\*Please note that die-cut placement may vary by printer.

# MEDICATION TRACKER

A medication tracker keeps important health details organized and easy to manage. Clear and simple to use, it helps clients stay on track with their routines while providing a convenient way to reference medications at any time.

CL-MT-1

The image shows a medication tracker form template. At the top, the title "Medication Tracker" is centered in a large, serif font. Below the title, there are four input fields arranged in a 2x2 grid. The top row has "DESCRIPTION" and "DOSAGE". The bottom row has "I TAKE IT FOR" and "START DATE". Below these fields is a large table with 7 columns: "DAY", "WEEKDAY", "BREAKFAST", "LUNCH", "DINNER", "BEDTIME", and "NOTES". The "DAY" column contains numbers 1 through 15, with the first 7 numbers (1-7) in red and the last 8 numbers (8-15) in blue. The other columns are empty for data entry. The form has a light blue background with dark blue headers and footers.

## DETAILS:

Created in a standard 8.5" x 11" format, this medication tracker helps you stay organized and on top of your daily routines. Easily track medications, dosages, and timing—all while enjoying high-quality printing on both standard paper and premium cardstock.

# RECIPE CARD



## Waffles with berries and ice cream

### DIRECTIONS

In a small bowl, whip the egg whites until they form stiff peaks.

In a larger bowl, combine the yolks and milk, using an electric mixer to blend them together. Next, incorporate the flour, baking powder, and sugar, mixing on low speed until smooth. Add in the melted butter and water, then mix until well combined. Gently fold in the whipped egg whites.

For my waffle maker, I pour ½ cup of batter into the center and spread it evenly with a silicone spatula. Close the waffle maker and follow its instructions; they should be ready in about one minute.

Serve the waffles with your preferred toppings; my favorites are berries, ice cream, and maple syrup.

### INGREDIENTS

2 eggs, separated  
1 ½ cups milk  
2 cups plain flour  
½ teaspoon baking powder  
¼ cup caster sugar  
60g unsalted butter, melted  
2 tablespoons cold water

 2 servings  
 15 minutes

**AGENCY NAME**  
LICENSED INSURANCE AGENT

**AGENT NAME**



(800) 123-4567  
johndoe@email.com  
123 Anywhere St, Any City

*Not affiliated or endorsed by any Government Agency.*

CL-RC-1

## DETAILS

Recipe cards are a creative and versatile way to promote your brand while offering something personal and memorable. Sized at 6" x 4", these cards provide the perfect space to share a favorite recipe while keeping your contact information close at hand. Both practical and engaging, they naturally find a place in kitchens and recipe boxes—helping you stay top of mind with clients in a warm, relatable way.

# LET'S GET STARTED!

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## READY TO PERSONALIZE YOUR MARKETING?

Click the link to get started. Simply choose the templates you'd like, and we'll customize them with your branding, contact details, and any required disclaimers. It's quick, simple, and built just for you.

**GET STARTED:**



[www.southerninsurance.net](http://www.southerninsurance.net)

800-633-6599

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For agent use only.

