



**BlueCross BlueShield
of Illinois**

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* and Children's policies.

- Earn \$50 for qualifying Individual/Family* and Children's 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!

For product questions and new business submissions, contact CCSI Brokerage.

Bonus Rules

To qualify for the Bonus dollars:

- The policy must go paid
- Policies may not be a plan change

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