



Take A Giant Leap...



...To Greater Middle Market Growth

The Hartford helps Platinum agents
discover a universe of opportunities in the
Communications and Media market.

Innovation. Quality. Responsiveness.

These are traits common to all successful products.
They're the foundation of the Space Pen, our gift to
Platinum agents for their commitment to The Hartford.

And they're at the heart of The Hartford's Middle Market
Communications and Media Target Program, a comprehen-
sive insurance package for this growing high-tech market.

Now this program offers you greater rewards too.
You can receive a three percent commission override for
new package business written through The Hartford's
Communications and Media program. Contact your local
Hartford Middle Market representative to learn more.



How the Space Pen Saved the Apollo Astronauts

As Neil Armstrong and Buzz Aldrin climbed back into the lunar module, a life support pack broke the engine arming switch. The metal strip inside the switch had to be flipped to activate the module's engines for the rendezvous with the Apollo spacecraft. Complicating matters, the astronauts had left many of their tools behind to reduce the weight of the module.

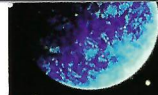
But they had their space pens. Retracting the pen, they used the hollow end to activate the metal switch. They lifted safely from the moon and returned to their spacecraft for the trip back to earth.

Chances are you won't save lives with your Space Pen. But it can boost your business. Use it to review The Hartford's Communications and Media program. You'll find the program an indispensable tool to launch your Middle Market growth.



Take A Giant Leap...





I Want to Take the Leap to Greater Middle Market Growth.

Please call me to discuss how The Hartford's Communications and Media Target Program can help my customers and my business results.

Name _____ Phone _____

Title _____

Agency _____

Address _____

State _____ Zip _____

E-mail Address _____

I'd also like to learn more about other Middle Market Target Programs *(please check as many as you like)*:

☐ Business Services

☐ Metalworkers

☐ Private Schools

☐ Electronics & Technology

☐ Printers

☐ Wholesalers