



MEDIA BUY APPROVAL

Open Enrollment 4

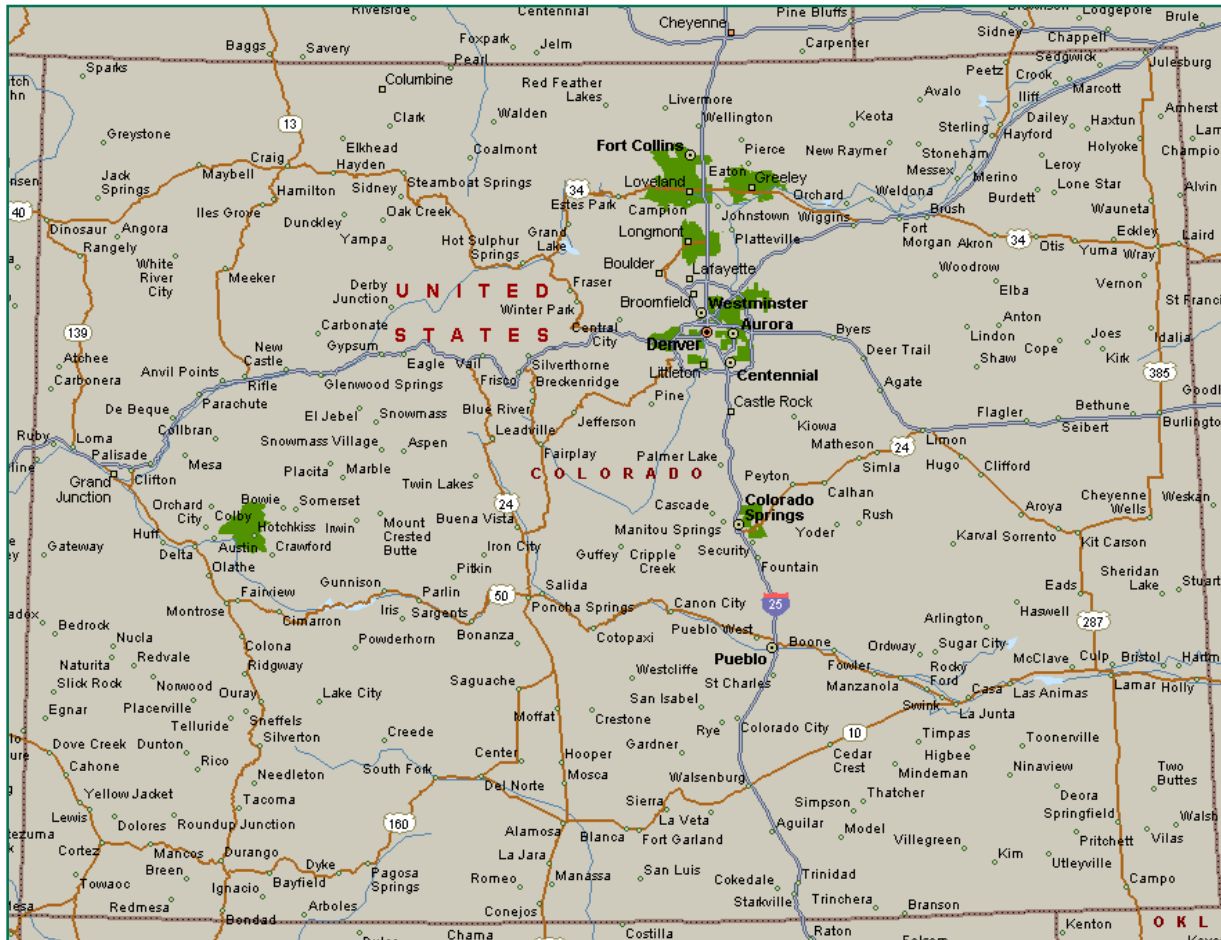
Background

- Partnering with Emico Media for all English digital and local radio buys to support Open Enrollment goals for 2016 and 2017
- Pre-shopping campaign currently in market – below threshold for needing procurement approval
- Dec 15th deadline campaign
 - Runs Nov 28th through Jan 1st
 - \$219,783
- Jan 31st deadline campaign
 - Runs Jan 2nd through Jan 31st
 - \$205,742
- All campaigns target EBNE, uninsured, and customers losing plans
- Requesting procurement approval

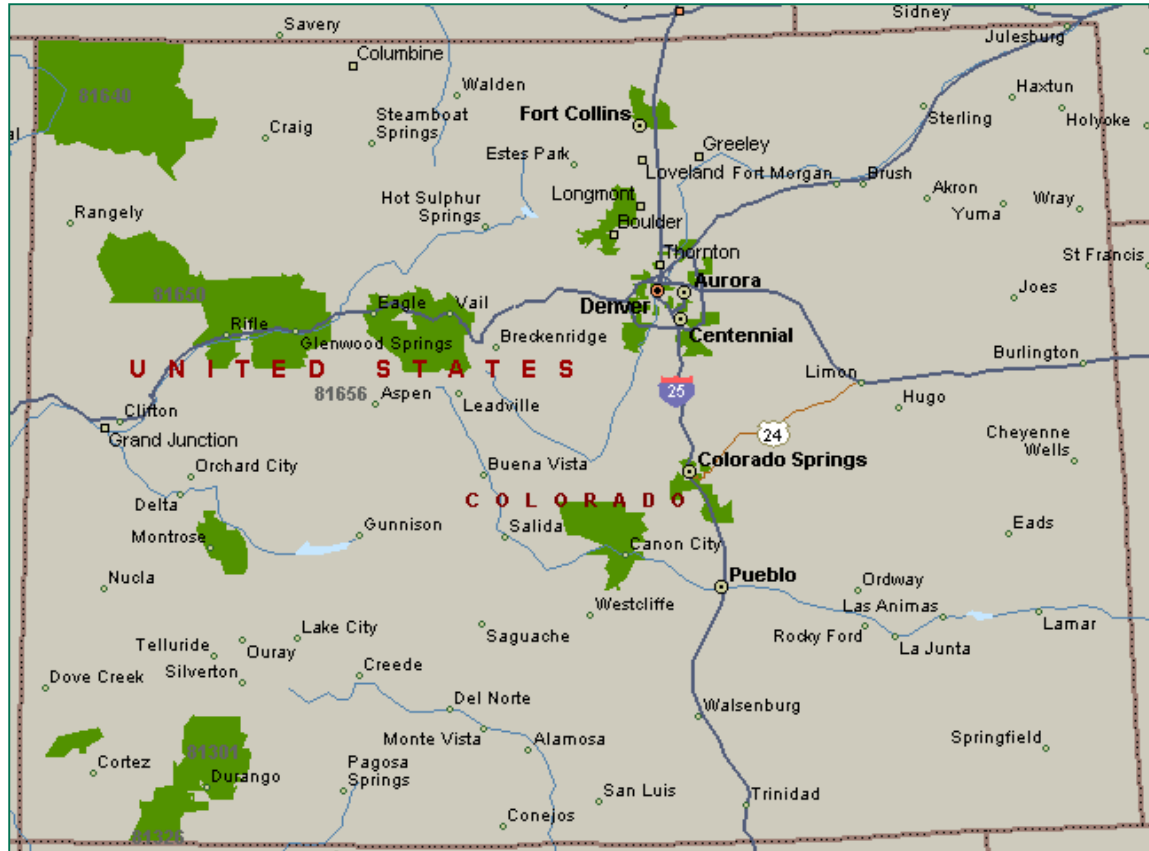
English Campaign

- Denver MSA – Radio (DJ Endorsements and Traffic Radio)
 - 11/7 – 12/11, 11/14 – 11/28, 12/5, 12/12, 1/23 and 1/30
- Grand Junction – Radio
 - Weeks of 11/7 and 11/29
- Statewide – Paid Search and Pandora Radio Audio and Display targeting the uninsured
 - 11/7 – 1/31
- Online Display and Mobile – 10/24 – 1/31
 - Zip Code Group 1 (floor 1500)
 - Zip Code Group 2 (floor 1000)
 - Zip Code Group 3 (floor 500)

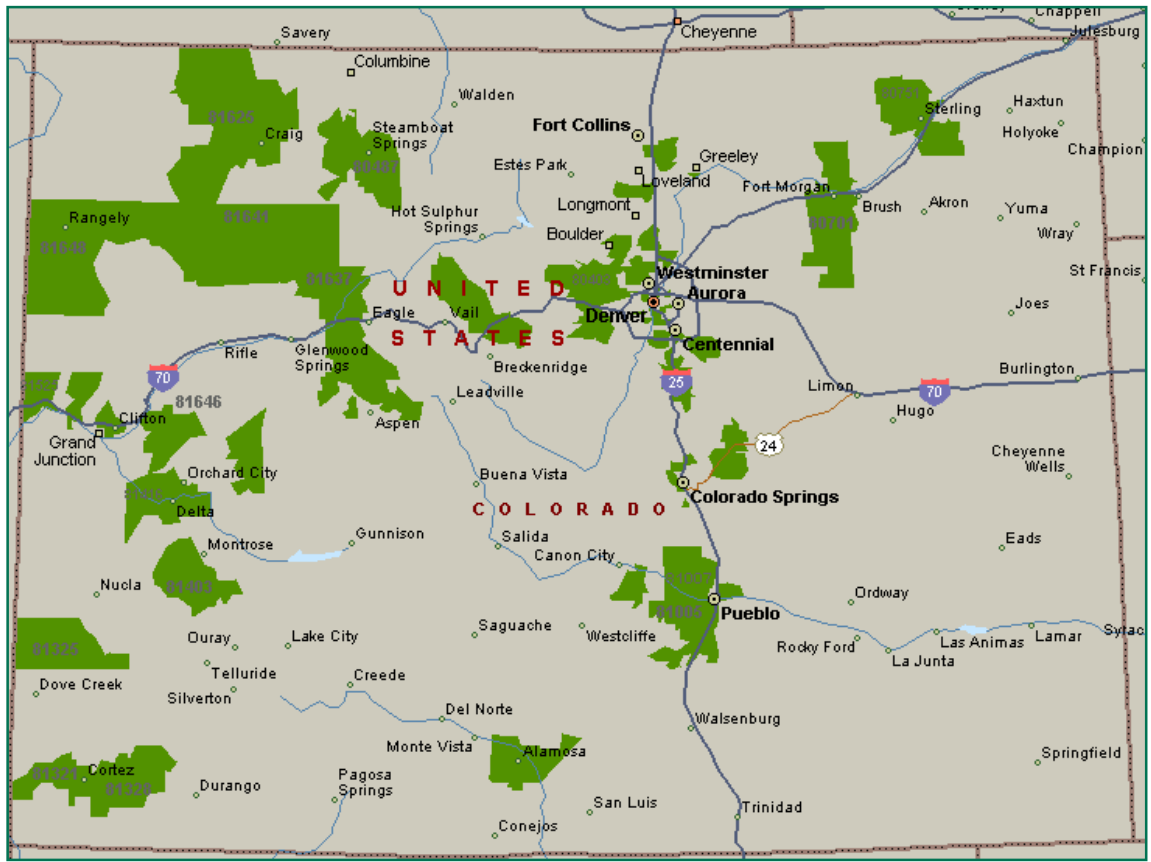
English Campaign – zip code group 1



English Campaign – zip code group 2



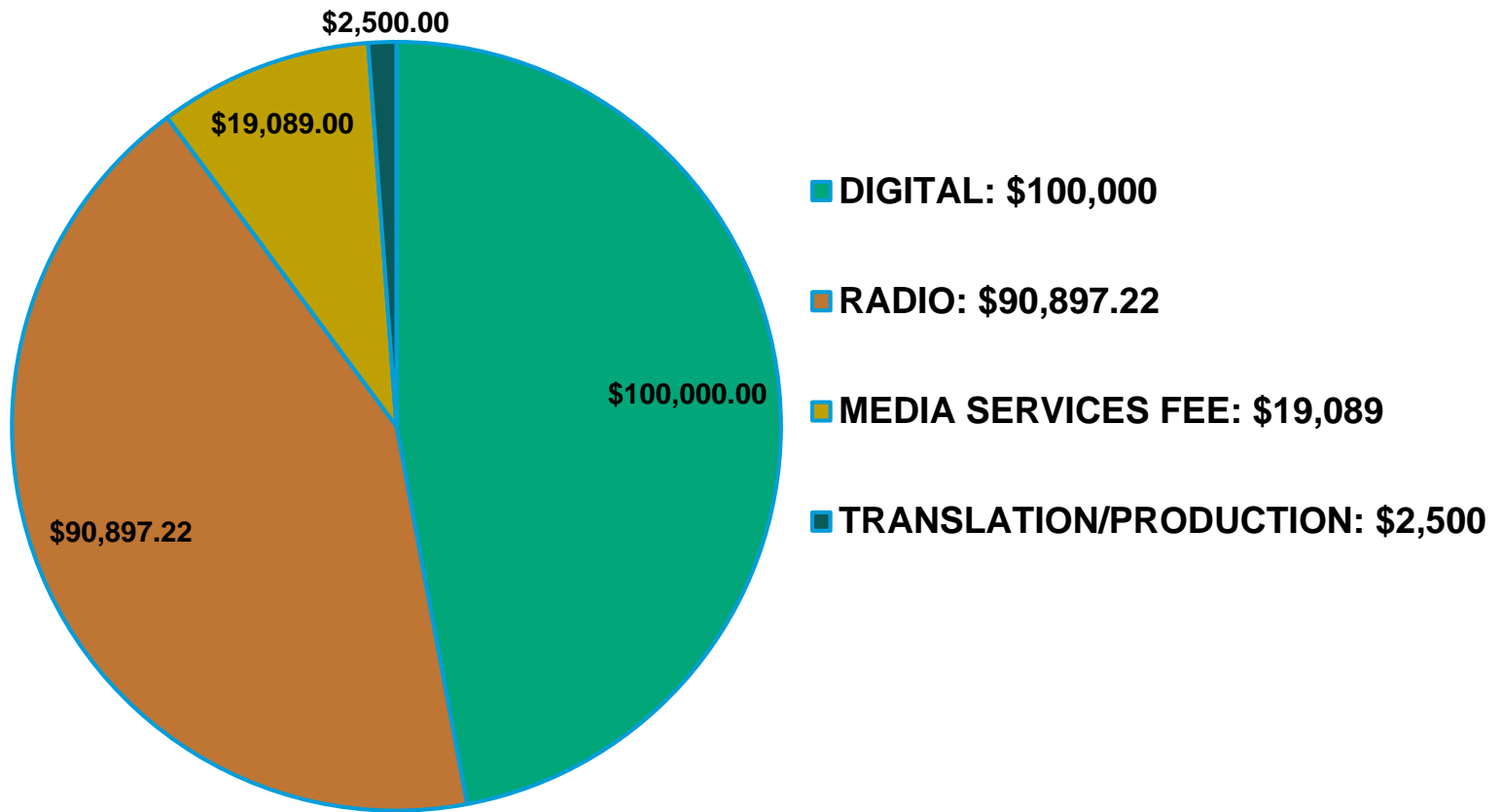
English Campaign – zip code group 3



English Media Campaigns

- Campaign will target 80% of the EBNE population – 188,991
- Standard frequencies will be used

Spanish Media Campaigns



Spanish Media Campaigns

- No TV
- Moved video to online
- Targeting 348,100 people within high EBNE populations