



FINANCE & OPERATIONS COMMITTEE MEETING

Media Buy Approval – Open Enrollment 4

Background

- Partnering with Emico Media for all digital and local radio buys to support Open Enrollment goals for 2016 and 2017
- 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