

Open Enrollment Advertising Proposal

For Plan Year 2023





ConnectforHealthCO.com

Open Enrollment Main Messaging

Financial Help, Affordability

We're Here to Help

Deadlines (Dec. 15 and Jan. 15)

Value of Health Insurance



Open Enrollment Advertising Spend Proposal

Ad Buy Recommendation:

- Spend \$1,000,000 on an English media buy with Emico
- Spend \$350,000 on a Spanish/bilingual media buy with Kernel
- This spend includes approximately \$175,000 of state funding from the Health Insurance Affordability Enterprise, which is split up with Emico and Kernel

Planned English Media Buy

Target Audience	% of Budget	\$
Rural Adults	1.5%	\$13,590.00
African Americans	2.5%	\$22,300.00
E-BOMB's	5.1%	\$45,975.00
Statewide	42.6%	\$383,632.83
Target Group 1	18.1%	\$162,625.00
Target Group 2	11.9%	\$107,187.75
Target Group 3	7.3%	\$66,132.63
Target Group 4	2.9%	\$26,405.00
Agency Fee	7.4%	\$66,666.67
Misc	0.6%	\$5,485.12
TOTAL BUDGET	100.0%	\$900,000.00

Media	% of Budget	\$
Ad Serving/Production	0.6%	\$5,485.12
Digital Radio	1.5%	\$13,500.00
Keyword Search Retargeting	4.9%	\$43,770.00
Paid Search	11.1%	\$100,000.00
Preroll/Video	25.3%	\$227,334.56
Display/Mobile	22.5%	\$202,090.82
Native Media	2.0%	\$18,000.00
Video Retargeting	2.7%	\$24,000.00
Display Retargeting	3.7%	\$33,000.00
Print	4.0%	\$35,737.83
Social	14.5%	\$130,415.00
Agency Fee	7.4%	\$66,666.67
Total	100.0%	\$900,000.00



Appendix

Last year's ad examples

Now save **52%**
with financial help

Shop health plans by Dec 15

CONNECT for HEALTH COLORADO

See your savings »

Connect for Health Colorado Sponsored

👍👍👍👍👍 4 of 5 current customers can now find a health plan for \$25/month or less. 🙌 It could be you.

PLANFINDER.CONNECTFORHEALT...
Shop by Dec 15
As Colorado's official health insuran... SHOP NOW

Jay Johnston and 4 others

Like Comment Share

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🙌👍 It's not too late... You can still get 2022 health insurance. 🛒 Shop by January 15.

PLANFINDER.CONNECTFORHEALT...
Financial help available
As Colorado's official health insuran... SHOP NOW

You and Jose Villalobos

Like Comment Share

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Health insurance can be complicated. You don't have to go it alone. Ron is here to help you get the coverage you need.

Visit [ConnectforHealthCO.com](https://connectforhealthco.com) to find an expert near you.

connectforhealthco.com
Let our local experts assist you. LEARN MORE

182 29 Comments 25 Shares

Like Comment Share

CONNECT for HEALTH COLORADO

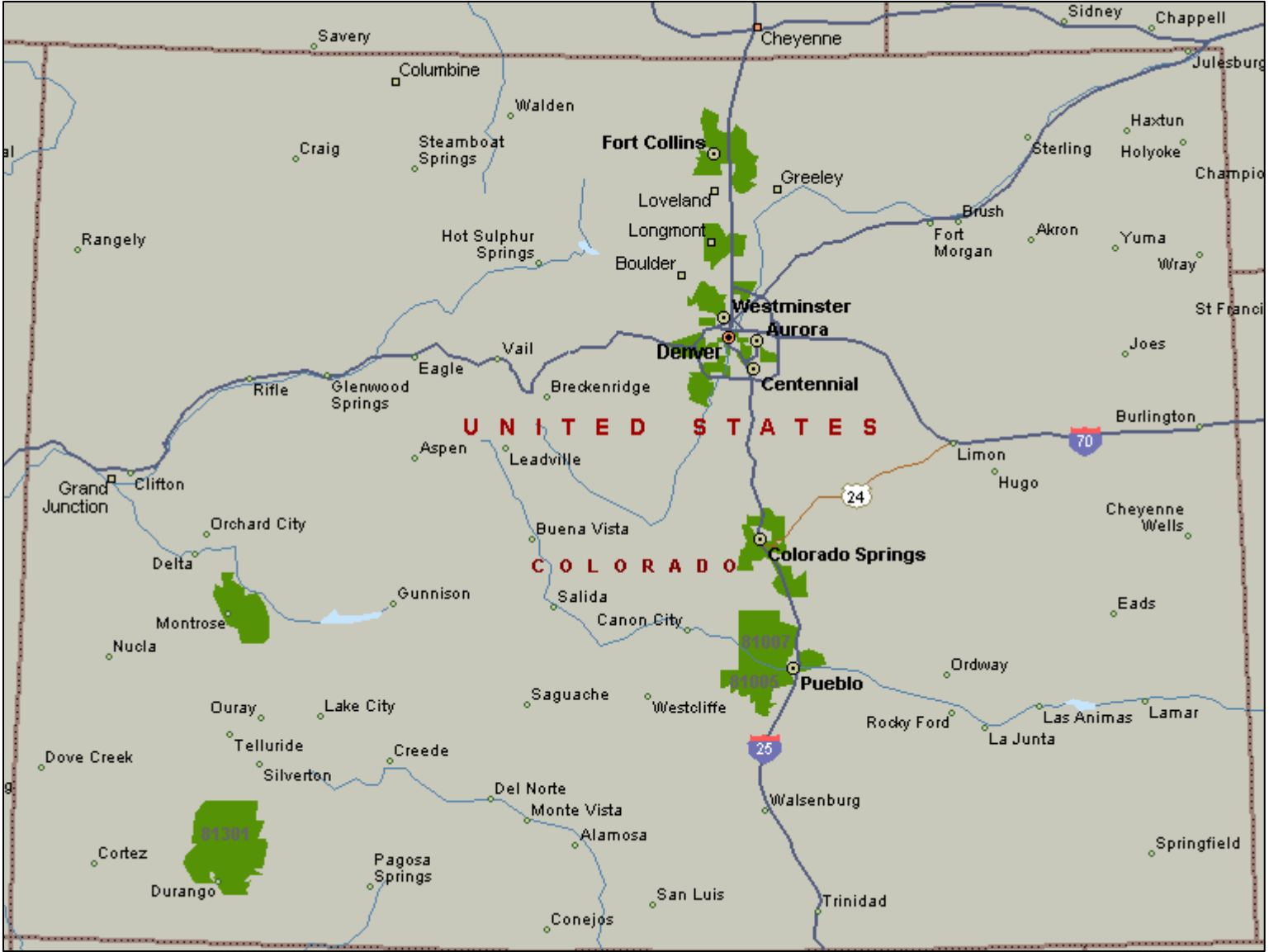
It's not too late!

Last chance for 2022 health insurance!

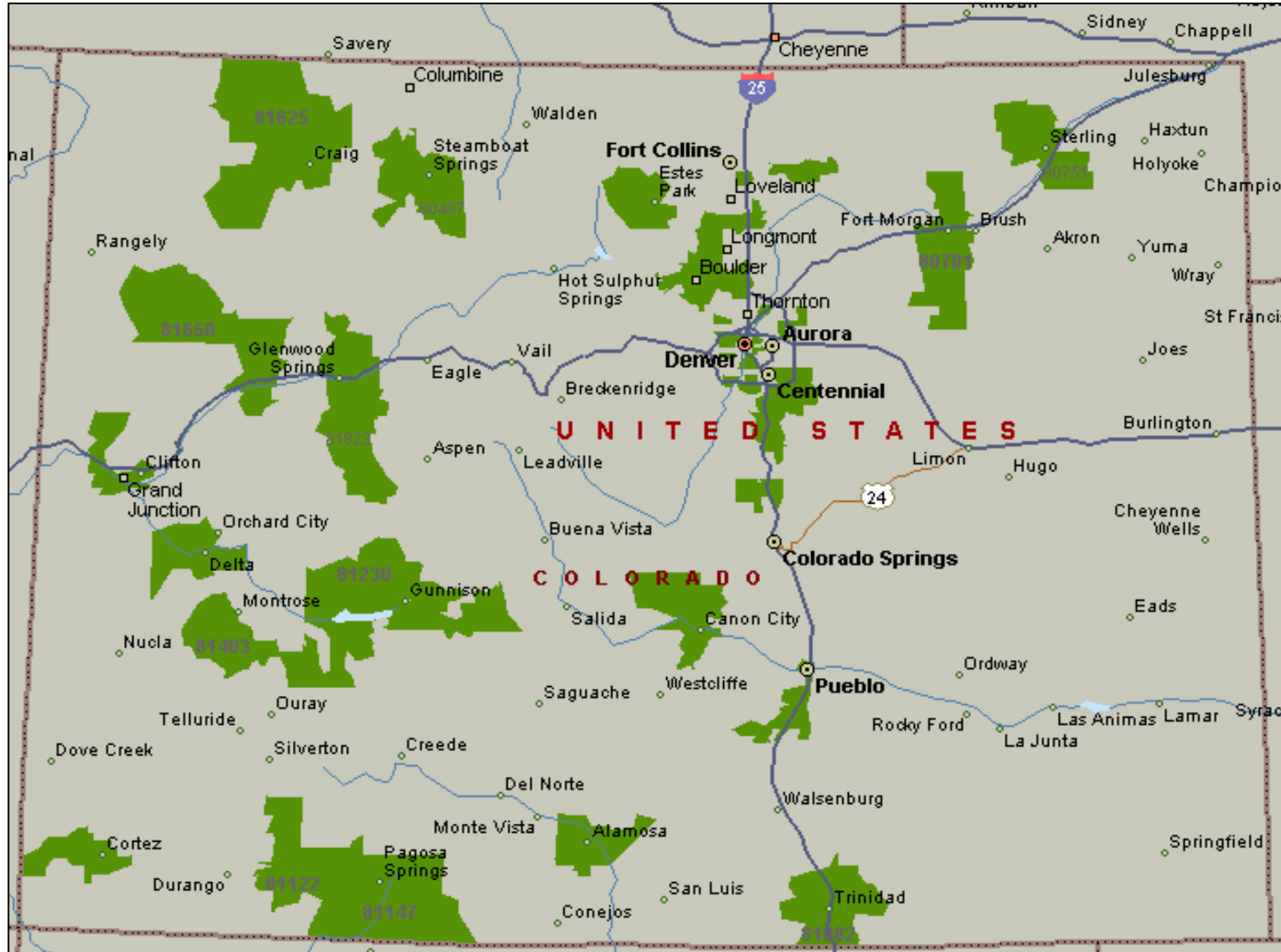
Shop by Jan 15

Compare plans now »

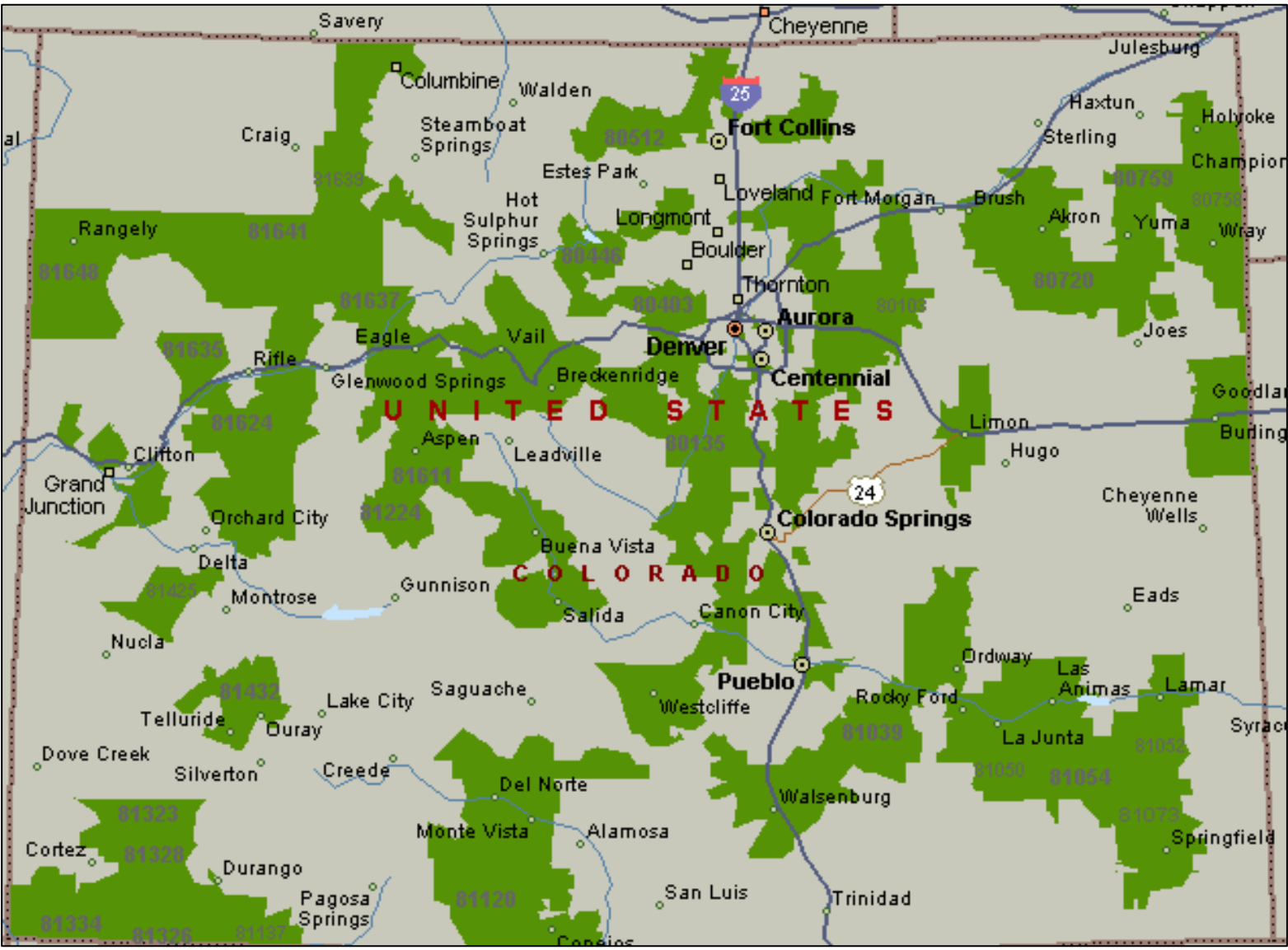
Tier 1 Map



Tier 2 Map



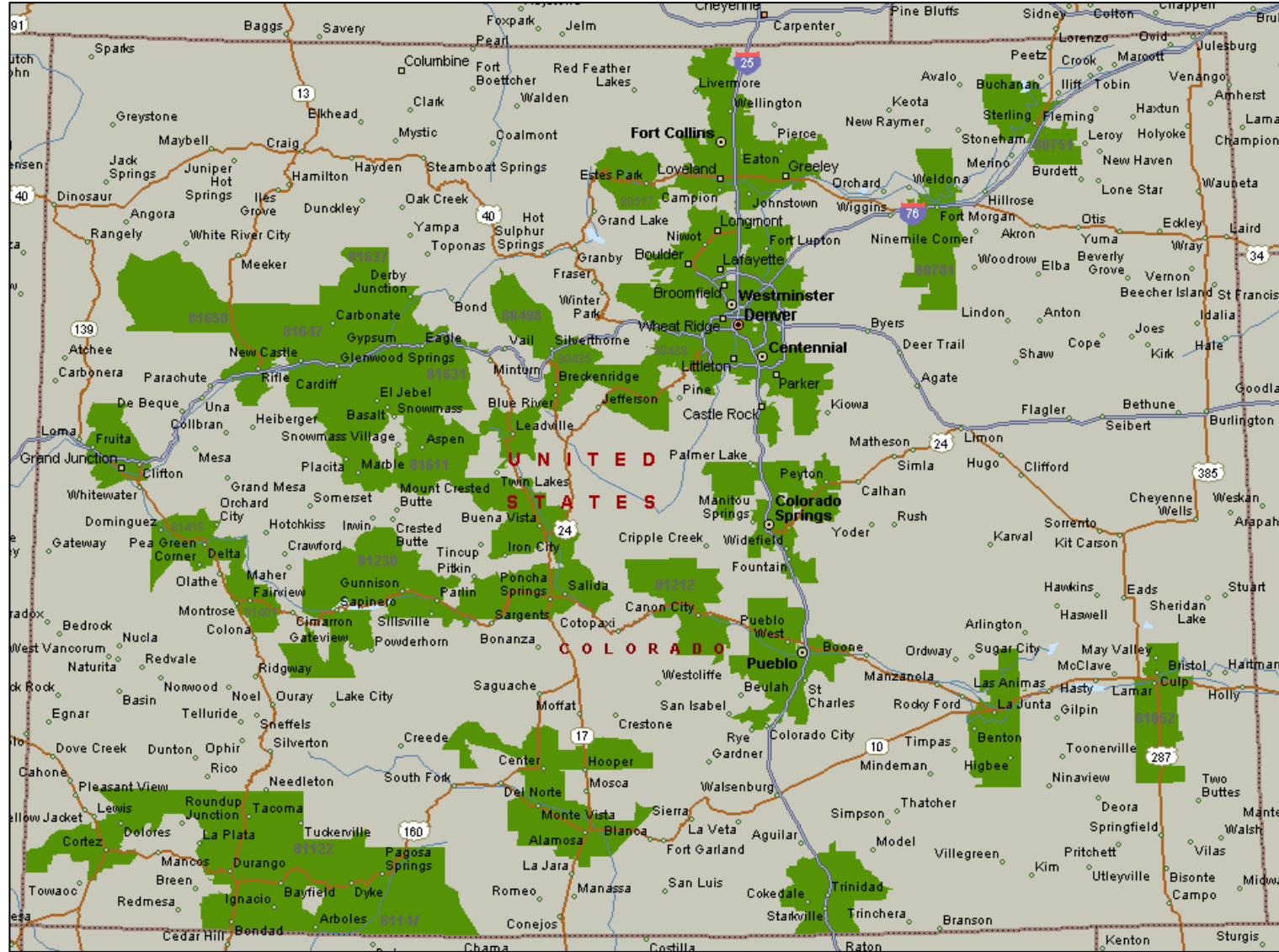
Tier 3 Map



Tier 4 Map



E-Bomb Map



African American Map

