California Health Benefit Exchange
QHP Certification Application for Plan Year 2020
Covered California for Small Business
Attachment D2 Annual Marketing Plan

APPLICANT NAME													
Annual Marketing Plan													
Marketing Activities	July 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	June 2020	TOTAL MARKETING BUDGET
AGENT COMMUNICATIONS													
Agent briefings/webinars													$ -
Newsletters													$ -
Point of Sale Collateral to support agents													$ -
EMPLOYER MARKETING													
Print Advertising (Newsprint, Magazine, Trade publications)													$ -
Radio Advertising													$ -
Search Engine Marketing													$ -
Overall Individual deductible													$ -
Overall Family deductible													
Social media													$ -
E-mail marketing													$ -
Brand Drugs - Indvidual													$ -
Brand Drugs - Family													$ -
Lead purchasing													$ -
Out–of–pocket limit on expenses - Individual													$ -
Out–of–pocket limit on expenses - Family													$ -
OTHER													
Community Events													$ -
													$ -

Note: Include only marketing activities/budget pertaining to Small Business.
Highlight the months when marketing activities are planned.
Emergency room facility fee (waived if admitted)
Emergency room physician fee (wavied if admitted)

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Attachment D3 Estimated Annual Marketing Budget by Geography

APPLICANT NAME								
Estimated Annual Marketing Budget								
Marketing Activities	BY GEOGRAPHY							TOTAL
	Los Angeles/Orange County	San Francisco-Oakland - San Jose	Sacramento - Stockton - Modesto	San Diego	Fresno-Visalia	Inland Empire	Other Areas	
AGENT COMMUNICATIONS								
Agent briefings/webinars								$ -
Newsletters								$ -
Point of Sale Collateral to support agents								$ -
EMPLOYER MARKETING								
Print Advertising (Newsprint, Magazine, Trade publications)								$ -
Radio Advertising								$ -
Search Engine Marketing								$ -
Overall Individual deductible								$ -
Overall Family deductible								
Social media								$ -
E-mail marketing								$ -
Brand Drugs - Indvidual								$ -
Brand Drugs - Family								$ -
Lead purchasing								$ -
Out–of–pocket limit on expenses - Individual								$ -
Out–of–pocket limit on expenses - Family								$ -
OTHER								
Community Events								$ -
								$ -
TOTAL	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -

Note: Include only marketing activities/budget pertaining to Small Business.
Emergency room facility fee (waived if admitted)
Emergency room physician fee (wavied if admitted)