

APPLICANT NAME																										
OES 2018-2019 Marketing Plan																										
		2018 Q4															2019 Q1									
Media Plan	Costs (rounded)	4-Sep	11-Sep	18-Sep	25-Sep	2-Oct	9-Oct	16-Oct	23-Oct	30-Oct	6-Nov	13-Nov	20-Nov	27-Nov	4-Dec	11-Dec	18-Dec	25-Dec	1-Jan	8-Jan	15-Jan	22-Jan	29-Jan	5-Feb	12-Feb	19-Feb
Television	\$																									
Radio	\$																									
Out-of-Home	\$																									
Print (Newsprint, Magazine, Freestanding)	\$																									
Direct Mail	\$																									
Shared Mail	\$																									
Search Engine Marketing	\$																									
Digital (display, video, mobile, radio)	\$																									
Social media	\$																									
E-mail marketing	\$																									
Other - Community Events	\$																									
Other - Lead Purchasing	\$																									
*Please add weeks, if needed *Use darker color to indicate media heavy up																										

California Health Benefit Exchange
QDP Certification Application for Plan Year 2020
Covered California for Small Business
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								\$ -
Digital Advertising (display, video, mobile)								\$ -
Social media								\$ -
E-mail marketing								\$ -
Direct mail								\$ -
Lead purchasing								\$ -
Other advertising/promotional activities								\$ -
OTHER								
Community Events								\$ -
								\$ -
TOTAL	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Note:

Include only marketing activities/budget pertaining to Small Business.