







Region 8	San Mateo								
Region 9	Santa Cruz								
Region 9	Monterey								
Region 9	San Benito								
Region 10	San Joaquin								
Region 10	Stanislaus								
Region 10	Merced								
Region 10	Mariposa								
Region 10	Tulare								
Region 11	Fresno								
Region 11	Kings								
Region 11	Madera								
Region 12	San Luis Obispo								
Region 12	Ventura								
Region 12	Santa Barbara								
Region 13	Mono								
Region 13	Inyo								
Region 13	Imperial								
Region 14	Kern								
Region 15	Los Angeles								
Region 16	Los Angeles								
Region 17	San Bernardino								
Region 17	Riverside								
Region 18	Orange								
Region 19	San Diego								
Statewide Total									

California Health Benefit Exchange  
 QHP Certification Application for Plan Year 2018  
 Covered California for Small Business  
 Attachment D2 Annual Marketing Plan

APPLICANT NAME													
Annual Marketing Plan													
Marketing Activities													TOTAL MARKETING BUDGET
	July 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	June 2018	
<b>AGENT COMMUNICATIONS</b>													
Agent briefings/webinars													\$ -
Newsletters													\$ -
Point of Sale Collateral to support agents													\$ -
<b>EMPLOYER MARKETING</b>													
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													\$ -
<b>OTHER</b>													
Community Events													\$ -
													\$ -

Note: Include only marketing activities/budget pertaining to Small Business.  
 Highlight the months when marketing activities are planned.

California Health Benefit Exchange  
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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	
<b>AGENT COMMUNICATIONS</b>								
Agent briefings/webinars								\$ -
Newsletters								\$ -
Point of Sale Collateral to support agents								\$ -
<b>EMPLOYER MARKETING</b>								
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								\$ -
<b>OTHER</b>								
Community Events								\$ -
								\$ -
<b>TOTAL</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Note: Include only marketing activities/budget pertaining to Small Business.







