

APPLICANT NAME																											
OE6 2020-2021 Marketing Plan																											
		2020 Q4																	2021 Q1								
Media Plan	Costs (rounded)	7-Sep	14-Sep	21-Sep	28-Sep	5-Oct	12-Oct	19-Oct	26-Oct	2-Nov	9-Nov	16-Nov	23-Nov	30-Nov	7-Dec	14-Dec	21-Dec	28-Dec	4-Jan	11-Jan	18-Jan	25-Jan	1-Feb	8-Feb	15-Feb	22-Feb	1-Mar
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	\$																										
<div>*Please add weeks, if needed</div> <div>*Use darker color to indicate media heavy up</div>																											

California Health Benefit Exchange
QDP Certification Application for Plan Year 2021
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.