



2015/2016 Marketing Update

November 12, 2015

Television and Radio Media Calendar

	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
	Wk1	Wk 2	Wk 3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11	Wk12	Wk13	Wk14
Television														
Las Vegas General Market	X	X	X			X	X			X	X		X	X
Las Vegas Hispanic	X	X	X			X	X			X	X		X	X
Reno General Market	X	X	X			X	X			X	X		X	X
Reno Hispanic	X	X	X			X	X			X	X		X	X
Radio														
Las Vegas General Market	X	X	X			X	X			X	X		X	X
Las Vegas Hispanic	X	X	X			X	X			X	X		X	X
Reno General Market	X	X	X			X	X			X	X		X	X
Reno Hispanic	X	X	X			X	X			X	X		X	X
Rural Radio	X	X	X			X	X			X	X		X	X

Outdoor Media Calendar and Creative

	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
	Wk1	Wk 2	Wk 3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11	Wk12	Wk13	Wk14
Outdoor														
LV Digital Bulletins														
LV Posters														
Reno Digital Bulletins														
Reno Posters														

6 digital locations

25 locations per flight

3 digitals per flight, locations change each flight

8 posters



Print Media Calendar

	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
	Wk1	Wk 2	Wk 3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11	Wk12	Wk13	Wk14
Rural/Tribal Print														
Nevada Press Assoc	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Hispanic Print														
Southern Nevada Print														
El Mundo	X	X	X	X	X	X	X	X	X	X	X	X	X	X
El Tiempo	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Northern Nevada Print														
Ahora	X	X	X	X	X	X	X	X	X	X	X	X	X	X
La Voz	X	X	X	X	X	X	X	X	X	X	X	X	X	X



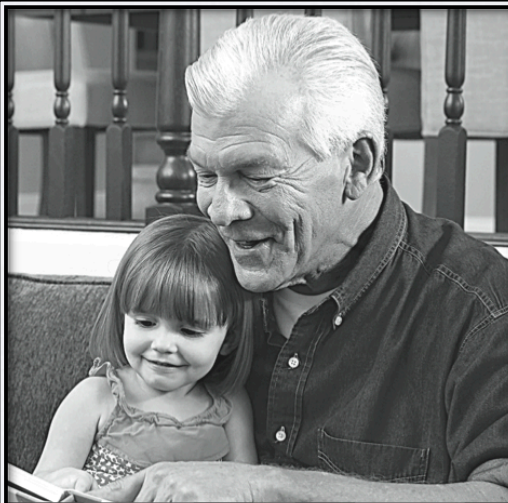
Conéctate a un Cuidado de Salud Económico.

Encuentra a un profesional certificado para conectarte con el plan adecuado

Inscríbete: NOV 2015 - JAN 2016

EnlaceDeSeguroMedicoNevada.com
855-7-NVLINK (855-768-5465)

nevada enlace de seguro médico



I can keep going because I'm connected.

Get connected to affordable health coverage.

Enroll: NOV 2015 - JAN 2016

Find a Licensed Enrollment Professional to Help Connect You to the Right Plan

NevadaHealthLink.com
855-7-NVLINK (855-768-5465)

nevada health link

2015/16 Enrollment Campaign

TV, Radio, Print, Outdoor – Estimated Impressions for 10/26/15 – 12/15/15

- o Las Vegas

▪ TV General Market:	1,678,482
▪ TV Hispanic:	2,403,115
▪ Radio General Market:	1,964,400
▪ Radio Hispanic:	1,469,300
▪ Outdoor:	32,508,091
▪ Print Hispanic:	320,000

Total Estimated Impressions 40,343,388

- o Reno

▪ TV General Market:	737,075
▪ TV Hispanic:	211,754
▪ Radio General Market:	791,400
▪ Radio Hispanic:	329,105
▪ Outdoor:	6,528,529
▪ Print Hispanic:	76,000

Total Estimated Impressions 8,673,860

▪ Rural Print:	1,449,000
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Digital/Online Media Calendar

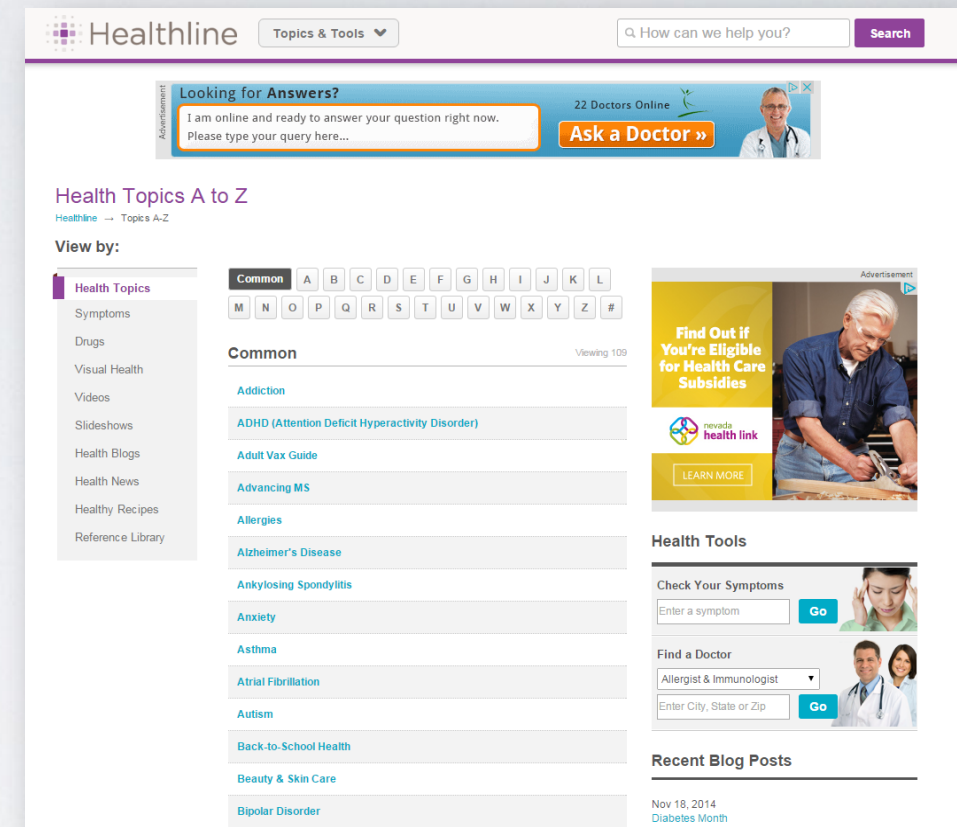
	26-Oct	2-Nov	9-Nov	16-Nov	23-Nov	30-Nov	7-Dec	14-Dec	21-Dec	28-Dec	4-Jan	11-Jan	18-Jan	25-Jan
	Wk1	Wk 2	Wk 3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11	Wk12	Wk13	Wk14
Digital														
Pandora		X	X			X	X			X	X		X	X
Retargeting		X	X	X	X	X	X	X	X	X	X	X	X	X
Search		X	X	X	X	X	X	X	X	X	X	X	X	X
MNI Display		X	X			X	X			X	X		X	X
Acuity Display		X	X			X	X			X	X		X	X
Maxpoint Video		X	X			X	X			X	X		X	X
YouTube		X	X			X	X			X	X		X	X
Native LVRJ		X	X			X	X			X	X		X	X
Ad Serving		X	X	X	X	X	X	X	X	X	X	X	X	X

2015/16 Enrollment Campaign

Digital/Online – Estimated Impressions for 10/26/15 – 12/15/15

■ Search:	100,000
■ Retargeting:	100,000
■ Video:	900,000
■ Display:	3,751,260
■ Pandora:	735,855
■ Native:	400,000

Total Estimated Impressions 5,987,115



- Preliminary reports are showing 44% of web visitors from digital ads are completing a key action
- Search ads garnering an 18% CTR, well above the industry standard of 1%
- Top display ad by CTR is Spanish 'Get Connected' banner



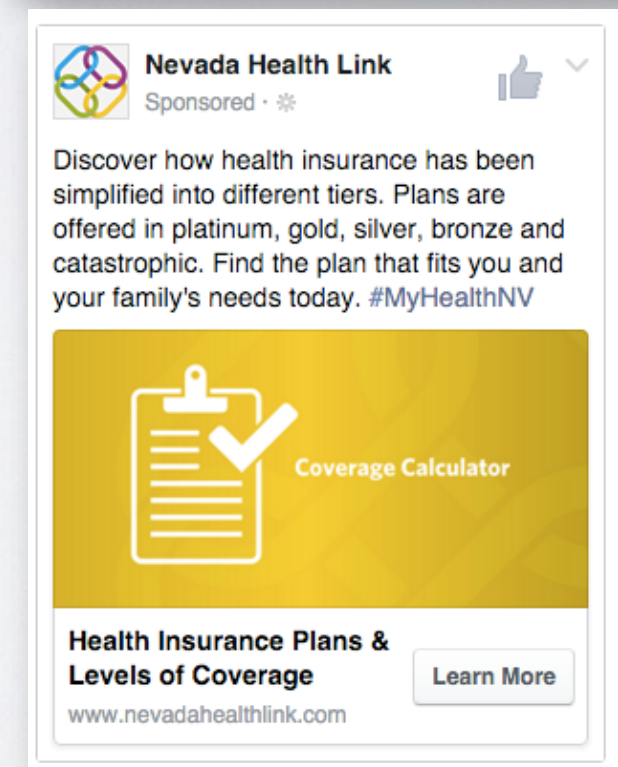
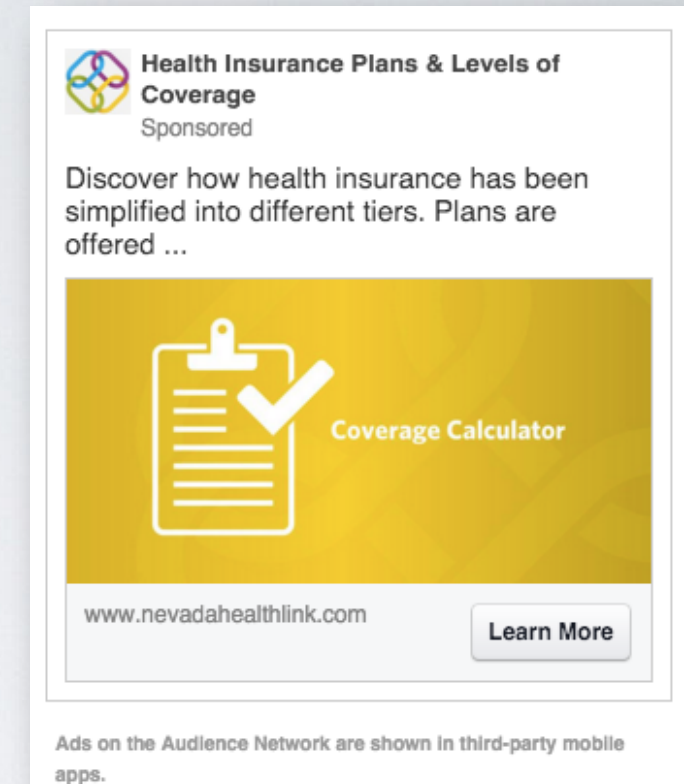
2015/16 Enrollment Campaign

Social Media – Estimated Impressions for 10/26/15 – 12/15/15

■ Facebook:	3,282,355
Total Estimated Impressions	3,282,355

To date:

- 3,504 total engagement on Facebook content
(An engagement is defined as liking, commenting, or sharing a piece of content)
- Facebook ads garnering a 1.39% CTR, above the industry standard of 1%
- 3,204 website clicks to key action pages
- 117,805 people reached throughout Nevada



2015/16 Enrollment Campaign - PR/Media Relations Summary

- Coverage through October 31, 2015
 - 20+ stories
 - 94% of coverage was balanced or positive coverage
 - Coverage included a SSHIX spokesperson 78% of the time
- **Total Estimated Value of Earned Media Coverage – \$382,067.09***
- Upcoming Opportunities
 - Las Vegas Review Journal—Four sponsored content articles scheduled Nov. – Jan.
 - The Sunday—Guest column authored by Bruce Gilbert
 - Media advisories
 - Nov. 7 Sign-Up Saturday, distributed Nov. 3
 - KVVU Value Add coverage for 12/15/15 event
- Ongoing
 - TV/Radio interviews
 - Value-add fulfillment
 - Proactive pitching

*Based on comparable *paid* broadcast, print and online coverage

PR/Media Relations – Coverage Report

Date	Source & Linked Placement	Category/Topic	Tone (P/N/B) Positive Negative Balanced	SSHIX Commented Y/N	Type
NOVEMBER					
11-2-15	KNPR online Silver State Exchange head optimistic about 2015 open enrollment	Open Enrollment	Positive	Y – Bruce	Online
11-2-15	Life Health Pro 3 ways to grade the third PPACA open enrollment period	Open Enrollment	Balanced	N	Online
11-2-15	St. George Spectrum (AP pick-up) Health Exchange hopes to move past troubles in 3rd go-around	Open Enrollment	Balanced	Y – Bruce	Online
11-2-15	Mohave Valley Daily News (AP pick-up) Nevada health insurance exchange enters third season	Open Enrollment	Balanced	Y – Bruce	Online
11-2-15	Nevada Appeal (AP pick-up) Health exchange ready for 3rd go-around	Open Enrollment	Balanced	Y – Bruce	Online
11-2-15	The Sacramento Bee (AP pick-up) Health exchange hopes to move past troubles in 3rd go-around	Open Enrollment	Balanced	Y- Bruce	Online
11-1-15	KTNV Action News Health insurance fair kicks off open enrollment	OE Event	Balanced	Y – Janel	Broadcast & Online
11-1-15	KLAS 8 News Now Nevada Health Link host fair for uninsured Nevadans	OE Event	Balanced	Y – Janel	Broadcast & Online
11-1-15	KSNV News 3 Health care 2016 open enrollment kicks off	OE Event	Balanced	Y – Bruce	Broadcast & Online
11-1-15	Review-Journal Editorial: Health Insurance mandate gets costlier	Open Enrollment	Negative	Y – Bruce	Print & Online
11-1-15	MyTechBits Connecticut health insurance exchae reminding residents about open (includes paragraph about SSHIX)	Oen Enrollment	Negative	N	Online

PR/Media Relations – Coverage Report

Date	Source & Linked Placement	Category/Topic	Tone (P/N/B) Positive Negative Balanced	SSHIX Commented Y/N	Type
OCTOBER					
10-30-15	KOLO 8 News Now Time to sign up for health insurance	OE Event	Balanced	Y - Bruce	Broadcast & Online
10-29-15	Fox 11 Reno Nevada Health Link enrollment period nears	OE Event	Positive	Y – Bruce	Broadcast & Online
10-29-15	Review-Journal It's insurance season and time to shop 2016 health plans	OE Event	Positive	N	Print & Online
10-29-15	KTVN 2 News Face the state: Health insurance enrollment tips	OE Event	Balanced	Y – Janel	Broadcast & Online
10-28-15	St. George Spectrum Mesa View to help Nevadans to apply for health insurance	OE Event	Positive	N	Online
10-28-15	KVVU Fox 5 MORE Show http://www.fox5vegas.com/video?autoStart=true&topVideoCatNo=default&clipId=11956702	OE Event	Positive	Y – Andres	Broadcast
10-27-15	Insurance Newscast (pick up from Las Vegas Sun) Event offers help navigating Affordable Care Act	OE Event	Positive	N	Online
10-27-15	Las Vegas Sun Event offers help navigating Affordable Care Act	OE Event	Balanced	N	Online
10-26-15	Ralston Live http://video.vegaspbs.org/video/2365593388/	OE Event	Positive	Y – Bruce	Broadcast
10-26-15	LV Chamber Community Calendar Nevada Health Link hosts open enrollment health fair Nov. 1	OE Event	Balanced	N	Online
10-26-15	CW Las Vegas Community Calendar Nevada Health Link hosts open enrollment health fair Nov. 1 for uninsured and underinsured Nevadans	OE Event	Balanced	N	Online
10-26-15	Urban Chamber Community Calendar Nevada Health Link hosts open enrollment health fair Nov. 1	OE Event	Balanced	N	Online
10-26-15	KLAS Community Calendar Nevada Health Link hosts open enrollment health fair Nov. 1 for uninsured and underinsured Nevadans	OE Event	Balanced	N	Online
10-26-15	KSNV Community Calendar http://www.news3lv.com/ugc/cat/communitycalendar/hEK2vbdudU-6X72byh33MQ.aspx	OE Event	Balanced	N	Online
10-26-15	Tribble Agency Insurance carrier closing after Affordable Care Act changes	Open Enrollment	Balanced	N	Online
10-26-15	Reno Gazette-Journal Third and goal: NV health exchange tackling key issues as enrollment nears	Editorial	Balanced	Y – Bruce	Print
10-25-15	KTNV 13 News Nevada Health Link to host health insurance fair Nov. 1	OE Event	Balanced	Y – Andres	Broadcast
10-25-15	Las Vegas Sun For your own sake, it's time to enroll in Obamacare	Editorial	Positive	N	Print
10-23-15	Ely Times Health Link hosts open enrollment health fair Nov. 1 for uninsured and under-insured Nevadans	OE Event	Balanced	N	Print
10-22-15	Las Vegas Review-Journal Health Link Health Fair	OE Event	Balanced	N	Print

PR/Media Relations – Coverage Report

Date	Source & Linked Placement	Category/Topic	Tone (P/N/B) Positive Negative Balanced	SSHIX Commented Y/N	Type
OCTOBER					
10-20-15	Wakey Wakey News Insurers announced for Obamacare health, dental plans	Open Enrollment	Balanced	N	Print & Online
10-18-15	Las Vegas Review-Journal Nevada Health Link offers plenty of help to get insurance	Opinion Editorial	Balanced	Y - Bruce	Print
10-14-15	America Matters Media—Senior Spectrum Senior Spectrum 1 Hour 15-10-14.mp3	Failure to Reconcile	Balanced	Y - Janel	Broadcast
10-5-15	KSNV News 3 Las Vegas http://www.news3lv.com/content/video/default.aspx?videoid=6003192&navCatId=30912	Failure to Reconcile	Balanced	Y - Bruce	Broadcast
10-1-15	Sparks Tribune Health-insurance exchange urges customers to file tax returns	Failure to Reconcile & OE Event	Balanced	Y - Bruce	Print
10-1-15	Reno News & Review ACA warning issued	Failure to Reconcile	Balanced	N	Print
SEPTEMBER					
9-22-15	Fox 11 Reno Story is not available online	Failure to Reconcile	Balanced	N	Broadcast

NevadaHealthLink.com Updates



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[Q](#)
[ADA](#)



2016 Open Enrollment is here!!
Nov. 1 2015 - Jan. 31, 2016

Learn the process. See if you qualify. Find a licensed enrollment professional. View enrollment events.



Report Life & Income Changes For
Your 2015 Health Coverage

Report a life or income change now to ensure you continue to receive the correct coverage

Sorted By Zip Code

ZIP	DATES	LANGUAGE SPOKEN	AGENCY NAME	OFFICE ADDRESS	OFFICE PHONE	AGENT NAME	EMAIL
89112	Tue, Nov 17 Thu, Nov 19 Sat, Nov 21	English	Nathan W Kanto	1388 Plaza Verde Pkwy, Suite 200B	Henderson 702-425-5853	Nathan Kanto	nathankanto@gmail.com
89114	Tue, Nov 17 Thu, Nov 19 Sat, Nov 21	English Tagalog	Susan Hortobagyi	8188 E Sunset Rd Suite 100	Henderson 702-481-8127	Susan A Hortobagyi	shortobagyi@yahoo.com
89114	Tue, Nov 17 Thu, Nov 19 Sat, Nov 21	Japanese	Tsuki Suzuki Agency	2470 W. Rose Ave	Henderson 702-898-0200	Tsuki Suzuki	tsukisuzuki@gmail.com
89114	Tue, Nov 17 Thu, Nov 19 Sat, Nov 21	English	Morgan Agency LLC	1120 Wagon Parkway Suite 100	Henderson 702-937-7561	Jared Morgan	jared@insurex.com
89102	Tue, Nov 17 Thu, Nov 19 Sat, Nov 21	English Vietnamese	Lien Lam	3800 Spring Mountain Rd, #202	Las Vegas 702-217-8744	Lien	lien.insurance.plus@gmail.com
89102	Tue, Nov 17 Thu, Nov 19 Sat, Nov 21	English	Aspen Insurance Services Inc	3230 S Valley View Blvd Ste. 110	Las Vegas 702-362-9404	Jonathan Sells	jsells@aspenri.com
89102	Tue, Nov 17 Thu, Nov 19 Sat, Nov 21	English Vietnamese	Binh Nguyen	3301 W Spring Mountain Rd, Suite 400	Las Vegas 714-221-8100	Binh Nguyen	bennnguyen@yahoo.com
89102	Tue, Nov 17 Thu, Nov 19 Sat, Nov 21	English Vietnamese	Trinh Thi Ha	3301 SPRING MOUNTAIN RD SUITE 4	Las Vegas 702-368-0740	Trinh Thi Ha	trinhthiha@gmail.com
89102	Tue, Nov 17 Thu, Nov 19 Sat, Nov 21	English Spanish	HealthMarkets	2202 W Charleston Blvd, Ste T	Las Vegas 702-886-0088	Brian Douglas	brian.douglas@healthmarkets.com
89102	Tue, Nov 17 Thu, Nov 19 Sat, Nov 21	English Spanish	Aspen Insurance Services Inc	3230 S Valley View Blvd Suite 110	Las Vegas 702-362-9404	Jeffrey Sells	jsells@aspenri.com

Things You Need to Enroll

- ☒ Nevada Driver's License/ID with picture, if possible, student ID for dependent child(ren).
- ☒ Permanent Resident/Alien Registration Card, if applicable.
- ☒ Social Security Cards for all tax household members.
- ☒ Dates of Birth for all tax household members.
- ☒ Proof of Nevada residence – such as a phone or power bill.
- ☒ Your best estimate of what your household income will be in 2016.
- ☒ Your 3 most recent paycheck stubs.
- ☒ Copies of any current health insurance information. Employer contact information if job-based coverage.



NevadaHealthLink.com

Finding In-Person Assistance

We have people trained across the state who can help you apply for and enroll in health coverage. Certified **enrollment assistants** and licensed brokers and agents are available to help you apply and sign up for health insurance. They are located at various community locations and organizations and they will be able to sit down and walk through the entire application and enrollment process with you in person.

Our in-person assistance search tool below will help you find **Navigator** organizations, certified **enrollment assistants**, and licensed brokers and agents in your area. Simply input your zip code or the name of an assistant/broker/organization name you know, and we'll provide a map view of where you can find in-person assistance near you.

Search by zip code

SEARCH

Search by name or keyword

SEARCH

Aspen Insurance Services Inc is a licensed insurance broker and will be providing free agent support Saturdays, Tuesdays/Thursdays, [CLICK HERE for a list of participating brokers for the month of November 2015 schedule.](#)

If you have questions, please call us at 1-855-7NVLINK (1-855-768-5465) or email us at CustomerServiceNVHL@exchange.nv.gov

November, 2015

To find a participating broker office by zip code Call 800-7-NVLINK (800-768-5465)

Zip Code	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
89102	Aspen Insurance Services Inc	Aspen Insurance Services Inc	Aspen Insurance Services Inc	Aspen Insurance Services Inc	Aspen Insurance Services Inc	Aspen Insurance Services Inc
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Broker Marketing

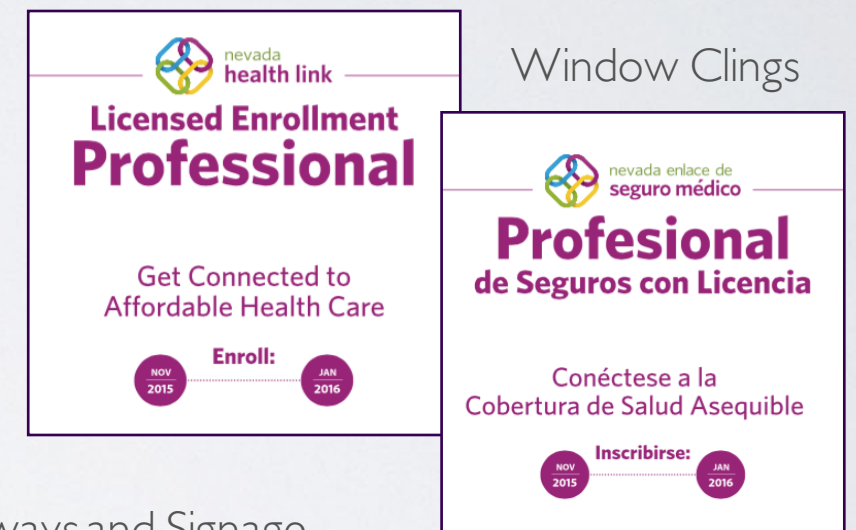
Wall Posters



Table Tents



Window Clings



Postcard Mailers



Giveaways and Signage



November 1, 2015 Enrollment Kick-off Event – Advertising Summary

○ Las Vegas

▪ TV General Market:	585,256
▪ TV Hispanic:	656,579
▪ Radio General Market:	654,800
▪ Radio Hispanic:	491,100
▪ Outdoor:	4,644,013
▪ Print Hispanic:	80,000

Total Estimated Impressions 7,111,748

○ Reno

▪ TV General Market:	245,692
▪ TV Hispanic:	70,585
▪ Radio General Market:	263,800
▪ Radio Hispanic:	109,702
▪ Outdoor:	932,647
▪ Print Hispanic:	19,000

Total Estimated Impressions 1,641,426

▪ Rural Print: 207,000



Outreach - Sunday, November 1, 2015 Kick-off Event

- o Las Vegas Event – CSN Charleston Campus
 - 800 people attended
- o Reno Event – Truckee Meadows Boys & Girls Club
 - 75 people attended
 - Well-covered by the media
 - Every customer seeking enrollment assistance was successfully signed into the broker portal and was able to meet with a broker at the event
 - Navigator triage strategy was tremendously improved from previous years



