




2015/2016 Marketing Update

January 14, 2016

January Countdown Media Messages




Last chance to get connected to affordable health coverage.

Enroll Online or over the Phone — by Jan 31st


or

Attend our Final Enrollment Event
Las Vegas and Reno
Saturday, Jan 30th

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




TWO WEEKS LEFT



Two Weeks Left to Get Health Coverage

ENROLL BY — Jan 31 —



FIND MY PLAN

ONLY 16 — Days Left —

To Get Health Coverage
Enroll by Jan 31

NevadaHealthLink.com
855-7-NVLINK



LAST DAY

Today is Your Last Day to Get Health Coverage

NevadaHealthLink.com
855-7-NVLINK



Last Month to Get Health Coverage
ENROLL BY — Jan 31 —

FIND MY PLAN



Solo Faltan Tres Semanas para Recibir Cobertura de Salud
INSCRÍBETE HASTA — El 31 de Enero —

ENCUENTRA UN PLAN



Final Week to Get Health Coverage
ENROLL BY — Jan 31 —

FIND MY PLAN



Are You Covered?

ENROLL BY — Jan 31 —

NevadaHealthLink.com
— 855-7-NVLINK —



Media – TV, Radio, Print, Outdoor

Updated Estimated Impressions for 10/26/15 – 1/10/16

o Las Vegas

- TV General Market: 3,681,000
- TV Hispanic: 5,624,000
- Radio General Market: 4,606,000
- Radio Hispanic: 3,429,000
- Outdoor: 51,084,000
- Print Hispanic: 480,000

Total Est. Impressions 68,904,000

(Increase of 23,657,104 impressions versus Dec. projection)

o Reno

- TV General Market: 1,723,000
- TV Hispanic: 494,000
- Radio General Market: 1,982,000
- Radio Hispanic: 821,000
- Outdoor: 10,259,000
- Print Hispanic: 114,000

Total Est. Impressions 15,393,000

(Increase of 5,371,387 impressions versus Dec. projection)

- Rural Print: 2,277,000

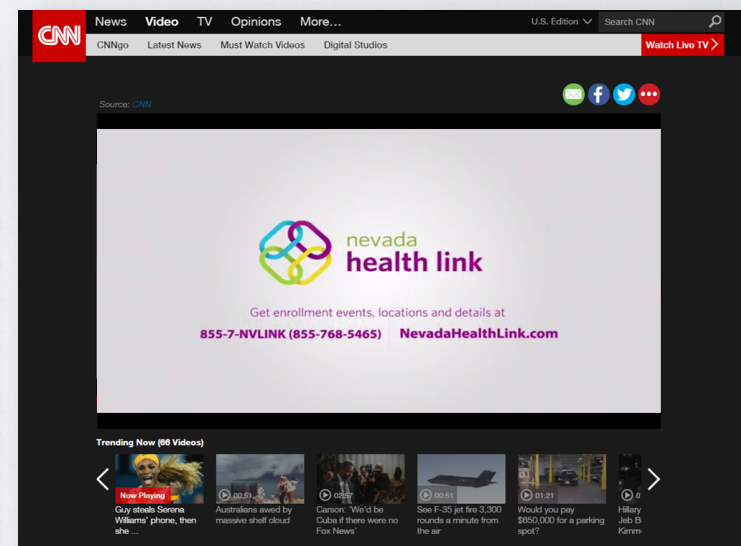
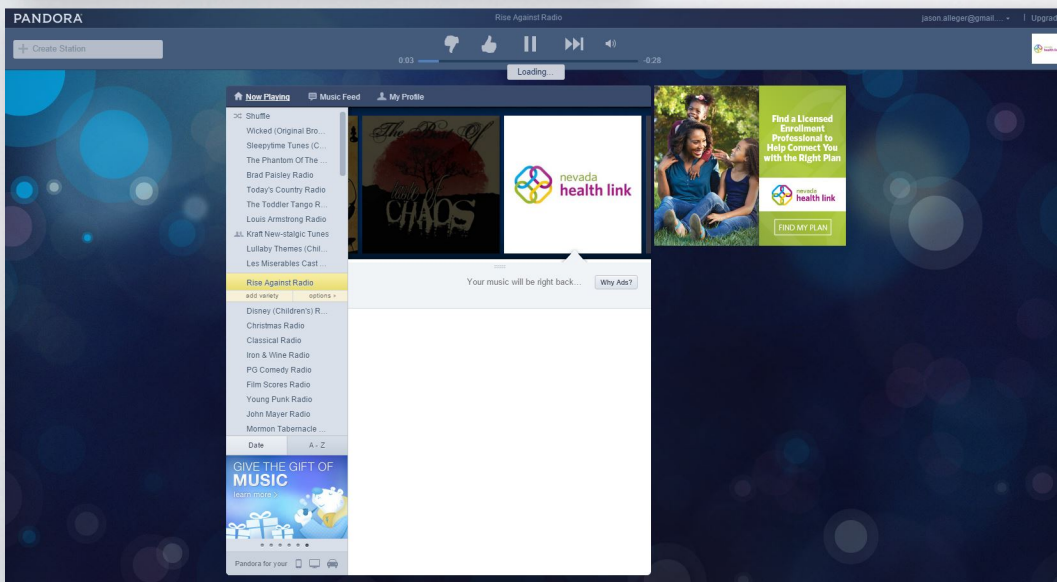


Digital Media Placement Report

Source	Impressions	Key Actions	Notes
Display	4,053,429	4,372	English ads have higher propensity to lead to key actions
Video	938,561	379	Reality Check spot is top performing ad in both languages
Retargeting	2,513,405	1,769	Highest propensity for a healthcare.gov click
Search	109,746	5,035	206 phone calls / CTRs 7x higher than industry benchmarks
Pandora	1,614,771	328	Older demo still performing best in both languages
Native	2,277	11	Two articles have run to date on LVRJ.com
Takeovers	326,920	77	Takeovers on LVRJ and Fox 5 on 12/14
Total	9,559,109	13,698	Getting even more efficient

- o Date range of 11/1 – 12/31/15
- o Paused a display partner after head-to-head competition
- o Video has high completion rates (80% compared to industry standard of 72%)
- o Overall the older demographic has a higher propensity to complete a key action

Digital Media Screenshots



Top Digital Media Creative (English)



.37%



.33%



.32%

Numbers shown indicate key action rate per impression shown. Same ads as previous period, although order has changed.

Top Digital Media Creative (Spanish)



Conéctate a un Cuidado de Salud Económico

 nevada enlace de seguro médico

ENCUENTRA UN PLAN

.27%



Encuentra a un Profesional Certificado para Conectarte con el Plan Adecuado

 nevada enlace de seguro médico

ENCUENTRA UN PLAN

.25%



Encuentra a un Profesional Certificado para Conectarte con el Plan Adecuado

 nevada enlace de seguro médico

ENCUENTRA UN PLAN

.23%

Numbers shown indicate key action rate per impression shown. Conversion rates considerably higher than previous period.


Social Media

- In December, a total of 41,894 engagements took place on Nevada Health Link's social media channels representing a **21.26% increase** from November.
- Social website traffic accounted for **20.3%** or 11,133 referrals of all acquired website traffic in December.
- Nevada Health Link's Facebook fan base grew by 2.91%, for a total of 1,446 fans. At the end of December, @NVHealthLink had 1,322 followers, a 12.32% increase in the number of followers from the previous month.



Nevada Health Link
5 hrs · 🌟

If your family has grown, there is still time to enroll in healthcare plans. Learn more. #MyHealthNV

 Life Changing Events

Individuals & Families | Nevada Health Link
Nevada Health Link is where you can purchase State-certified health insurance plans that are based on your income. Enrollment ends January 31st.
WWW.NEVADAHEALTHLINK.COM



Nevada Health Link
January 4 at 7:28am · 🌟

There is still time to get the healthcare coverage you need. The deadline to enroll in a health plan with coverage starting February 1st is January 15th. #MyHealthNV

 Kids Are Covered

Individuals & Families
Nevada Health Link is where you can purchase State-certified health insurance plans that are based on your income. Enrollment is going on now.
NEVADAHEALTHLINK.COM

Paid Social Media

- o 1,457,861 December 8 – January 7 Impressions
- o Facebook ads garnering a 1.74% CTR, above the industry standard of 1%
- o 421,380 people reached in Nevada



PR/Media Relations

- Coverage for December 2015
 - 39 stories
 - 94% of coverage was balanced or positive coverage
 - Coverage included a SSHIX spokesperson 47% of the time
- **Total Estimated Value of *Earned* PR Coverage in December – \$1,420,457***
 - Print/Online: \$1,379,742.70 ~ TV: \$40,715
 - Nov/Dec cumulative: \$8,219,664
- Standout placements
 - 7 statewide stories within 24 hours of record breaking enrollment number release
 - Lotus Radio Reno—"In-Depth" 30 min. program—Janel Davis interview
 - Lotus Radio LV—"Neon & Beyond" 30 min. program—Janel Davis interview
 - Telemundo Las Vegas—Andres Ramirez interview
- Upcoming
 - Jan. 18 Bruce on Wake up with the Wagners
 - Las Vegas and Reno radio remotes at Jan. 15 event

*Based on comparable paid broadcast, print and online coverage

PR/Media Relations – December Coverage Report



Media Coverage Report

Date	Source & Linked Placement	Category/Topic	Tone (P/N/B) Positive Negative Balanced	SSHIX Commented Y/N	Type
DECEMBER					
12-31-15	Las Vegas Review-Journal Nevadans, nation face bleak future with Affordable Care Act	ACA	Negative	N	Online
12-27-15	The Sunday Week in Review: Improved Health Care Numbers	Record Enrollment	Positive	N	Print
12-24-15	The Ely Times Record-breaking enrollment numbers for Nevada's Exchange	Record Enrollment	Positive	Y – Bruce	Online
12-23-15	Carson Now Record number of Nevadans enroll in health insurance	Record Enrollment	Positive	Y – Bruce	Online
12-23-15	Nevada Appeal Record number of Nevadans enroll in health insurance	Record Enrollment	Positive	Y- Bruce	Online
12-23-15	KOH Interview with Janel resulting from Dec. 22 news release	Record Enrollment	Positive	Y – Janel	Broadcast
12-23-15	KXNT CBS Interview with Janel resulting from Dec. 22 news release	Record Enrollment	Positive	Y – Janel	Broadcast
12-23-15	Reno Gazette Journal One View: Bleak Forecast for Nevada's Affordable Care Act Future	ACA	Negative	N	Online
12-22-15	Las Vegas Review Journal Health Insurance Exchange Enrollment Strong Ahead of Deadline	Record Enrollment	Positive	Y – Bruce	Online
12-22-15	KVVU Fox5 Las Vegas	Record Enrollment	Positive	N	Broadcast
12-21-15	KSNV News3LV Current CO-OP Members May Quality For A Special Enrollment Period for 2016	Open Enrollment	Balanced	N	Online
12-20-15	Lotus Radio Reno "In Depth" (KOZZ, KDOT, KUUB, KPLY, KFOY, KCKQ) Interview with Janel – not online, but MP3 is available	Open Enrollment	Balanced	Y – Janel	Broadcast
12-17-15	KVVU Fox5 Las Vegas	Open Enrollment Extension	Balanced	N	Broadcast
12-17-15	KLAS-CBS 8 News Now	Open Enrollment	Balanced	Y – Bruce	Broadcast

PR/Media Relations – December Coverage Report (Page 2)

		Extension			
12-17-15	Las Vegas Review Journal Health News and Events Around the Valley, Dec. 17-23, 2015	Open Enrollment	Balanced	N	Online
12-16-15	KRNV-NBC	Open Enrollment Extension	Balanced	N	Broadcast
12-16-15	KXNT-AM Las Vegas	Open Enrollment Extension	Balanced	N	Broadcast
12-16-15	KXRI-FOX Reno	Open Enrollment Extension	Balanced	N	Broadcast
12-15-15	KRNV-NBC	Open Enrollment Extension	Balanced	N	Broadcast
12-15-15	KLAS-CBS 8 News Now	Open Enrollment Extension	Balanced	N	Broadcast
12-15-15	KVVU Fox5 Las Vegas Health Insurance Enrollment	Open Enrollment	Balanced	Y- Andres	Broadcast and Online
12-14-15	KLAS-CBS 8 News Now	Open Enrollment Extension	Balanced	N	Broadcast
12-14-15	Telemundo Las Vegas <i>Not available online, requested file</i>	Open Enrollment		Y- Andres	Broadcast
12-14-15	KUNR Reno Public Radio Few Changes For Nevadans Choosing Health Insurance	Open Enrollment	Balanced	Y- Bruce	Broadcast and Online
12-14-15	Las Vegas Review Journal 6 Potential Hazards Lurking in Your Home (Brandwise)	Open Enrollment	Balanced	Y – sponsored	Online
12-13-15	Lotus Broadcasting Las Vegas Neon & Beyond – Silver State Health Insurance Exchange Download link: https://files.acrobat.com/a/preview/565eaeedc-33ad-4143-8412-3564cd35ff52	Open Enrollment	Positive	Y – Janel	Broadcast
12-11-15	KRNV Reno My News 4 Ask Joe: What Is The Deadline to Sign Up with Nevada Health Link?	Open Enrollment	Positive	N	Broadcast and Online
12-11-15	KOH AM780 News Talk Health Insurance Deadline Approaching	Open Enrollment	Balanced	Y – Janel	Broadcast and Online
12-10-15	Las Vegas Sun Enrollment in Nevada Health Exchange Strong, But Premiums Rising	Open Enrollment	Balanced	Y-Bruce	Online
12-10-15	Las Vegas Sun Single-payer Health Insurance Option is Needed	ACA and Enrollment	Negative	N	Online
12-10-15	Las Vegas Review Journal Health News and Events Around the Valley Dec. 10-16, 2015	Open Enrollment	Balanced	N	Online
12-9-15	Entravision Finaliza el tiempo para obtener seguro de salud	Open Enrollment	Balanced	Y – Andres	Broadcast and Online

PR/Media Relations – December Coverage Report (Page 3)

12-7-15	KSNV Live interview with Janel Davis	Open Enrollment/Dec. 15 th event	Positive	Y – Janel	Broadcast and Online
12-3-15	View Newspaper Health news and events around the valley, Dec. 3-9, 2015	Sign-Up Saturday	Positive	N	Print and online
12-3-15	CBS Radio Las Vegas Nevada HealthLink Update Insurance Exchange Releases Enrollment Numbers	Open Enrollment	Balanced	N	Broadcast and Online
12-3-15	Asian Journal Statement on the Affordable Care Act Harry Reid Op-Ed	ACA and Nevada HealthLink	Balanced	N	Online
12-3-15	Las Vegas Review Journal 7 Things Your Mother Told You That Aren't True (Brandwise)	Open Enrollment	Balance	Y – sponsored	Online
12-2-15	Las Vegas Review Journal Nevadans slow to embrace state's insurance exchange, data show	Open Enrollment	Balanced	N	Online
12-2-15	JDSupra Business Advisor Manatt on Health Reform: Weekly Highlights – December 2015 Section - States React to Proposed User Fee For HealthCare.gov (pick up from Inside Health Policy)	CMS Proposed Rule	Balanced	Y – Bruce	Online

Broker/Rural Marketing



Get Connected to Affordable Health Care

Enrollment Ends January 31

Licensed Enrollment Professional



Please Join Us for Your Local Enrollment Event

Let Us Find the Health Plan That's Right for You



connecting you to health insurance

Only 4 Weeks Left to Enroll

Call or go online for a list of January enrollment events or to find a licensed enrollment professional in your area.

855-7-NVLINK (855-768-5465)

NevadaHealthLink.com
EnlaceDeSeguroMedicoNevada.com



Last Chance for Affordable Health Care

Enrollment Ends January 31

Licensed Enrollment Professional



January 31 Is Your Last Day to Enroll

Enroll online or by phone:
855-7-NVLINK (855-768-5465)

NevadaHealthLink.com
EnlaceDeSeguroMedicoNevada.com

A Licensed Enrollment Professional is ready to help you when you call or go online.



Last-Chance Enrollment Event Las Vegas, NV

January 30, 2016
Hours: 10am - 6pm

Visit NevadaHealthLink.com for details.



Get Connected to Affordable Health Care

Enrollment Ends January 31

Licensed Enrollment Professional



Final Enrollment & Health Fair Event

January 30, 2016
McKinley Arts & Culture Center
925 Riverside Drive
Reno, NV
Hours: 10am - 6pm



Licensed enrollment professionals are on hand to help navigate the process online, over the phone and at your local enrollment event.

855-7-NVLINK (855-768-5465)

NevadaHealthLink.com
EnlaceDeSeguroMedicoNevada.com



Final Enrollment & Health Fair Event

January 30, 2016
Clark County Government Offices
500 S. Grand Central Parkway
Las Vegas, NV
Hours: 10am - 6pm



BROKER/AGENT SIGN-UP EVENTS - JANUARY 2016

Sorted By Zip Code

AGENCY NAME:	OFFICE ADDRESS:	CITY:	OFFICE PHONE:	AGENT NAME:	EMAIL:
Tyrgg Huset Group	508 Nevada Way #2	Boulder City	702-473-9292	Beth Walker	tyrgginsurance@gmail.com
Beth Verdin	2063 King Mesa Dr	Henderson	7025106038	Beth Verdin	bverdin13@gmail.com
Gary Verdin	2063 King Mesa Dr.	Henderson	7024610690	Gary Verdin	garyverdin22@yahoo.com
HEALTHPLANS123	251 S. Green Valley Parkway	Henderson	702-914-6911	Michael Connolly	mconnolly@healthplans123.com
Nathan W Kamo	1368 Paseo Verde Pkwy, Suite 200B	Henderson	7024255663	Nathan Kamo	nathankamo@gmail.com
Risk Coordinators	1368 Paseo Verde Parkway, STE 200B	Henderson	702-858-4916	Eric Price	iamericprice@gmail.com
Aaron ODell	1055 Whitney Ranch Ste 220	Henderson	7023722893	Aaron ODell	aaron@insureyouforlife.com

Outreach and Enrollment

December 15 Enrollment Event 4-8pm

- Total of 150 attended
- Total of 25 brokers participated
- Total of 30 Navigators assisted
- 85 Applications/Intake cards initiated

Upcoming Enrollment Events:

Friday, Jan. 15, 4-8pm

- Henderson Convention Center (South)
- Ramirez Group Offices (North)

Saturday, Jan. 30, 10am – 6pm (Final)

- Clark County Government Center (South)
- McKinley Arts & Culture Center (North)

Hosted by **RAMIREZ GROUP**

Health Insurance Enrollment Event

January 15, 2016
Hours: 4pm - 8pm

Ramirez Group Offices
50 Continental Drive
(Plumb and Virginia Streets)
Reno, NV

To enroll, please bring:

- ☒ Proof of Residency
- ☒ Proof of Identity
- ☒ Proof of Income
- ☒ Proof of Lawful Presence



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



You Must Enroll by Jan 31st

Hosted by **RAMIREZ GROUP**

Final Enrollment & Health Fair Event

January 30, 2016
Hours: 10am - 6pm

Clark County Government Offices
500 S. Grand Central Parkway
Las Vegas, NV

To enroll, please bring:

- ☒ Proof of Residency
- ☒ Proof of Identity
- ☒ Proof of Income
- ☒ Proof of Lawful Presence



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



You Must Enroll by Jan 31st

Patrocinado Por **RAMIREZ GROUP**

Inscripción Final y Feria de Salud

Enero 30, 2016
10am - 6pm

McKinley Arts & Culture Center
925 Riverside Drive
Reno, NV

Para la inscripción, traiga con usted los siguientes documentos:

- ☒ Prueba de su Domicilio
- ☒ Prueba de Identidad
- ☒ Prueba de Ingresos
- ☒ Prueba de su Estatus Legal



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



La fecha limite para inscripción es el 31 de enero

Appendix – PR/Media Valuation Reporting

[View](#)

Nielsen Audience: 23,268
Calc Ad Value: \$1,283

Runtime: 1:10
Calc Publicity Value: \$3,850

4 **KLAS-CBS** Market: Las Vegas, NV
8 NEWS NOW AT 6AM

Dec 17 2015 06:00AM PT

[6:29:42 AM] [1:02] 8 NEWS NOW REPORTER MICHAEL STEVENS EXPLAINS. GOOD MORNING MICHAEL? MICHAEL STEVENS > BRIAN, KIRSTEN, PEOPLE WITHOUT HEALTH INSURANCE, TRYING TO ENROLL HERE IN OUR STATE TYPICALLY USE SITES LIKE **NEVADA HEALTH LINK**. THAT'S OUR STATE BASED MARKETPLACE THAT'S CONNECTED TO THE FEDERAL ONE KNOWN AS HEALTH CARE DOT GOV. THE USDEPARTMENT OF HEALTH AND HUMAN SERVICES RUNS HEALTH CARE DOT GOV. AND THEY'RE THE ONES WHO EXTENDED THE DEADLINE 48 HOURS DUE TO HIGH DEMAND. THE PEOPLE AT **NEVADA HEALTH LINK** TELL ME IN RECENT WEEKS THE FEDERAL SITE HAS SEEN NEARLY 1-HUNDRED AND 80-THOUSAND USERS TRYING TO SIGN UP FOR HEALTH CARE AT ONE TIME. AND THEY SAY IT'S STRESSING THE SYSTEM: **BRUCE GILBERT SILVER STATE HEALTH INSURANCE EXCHANGE**: THEY UNDERSTOOD PEOPLE ARE WORKING AND TRYING TO GET ON THE SYSTEM AND MAKE THEIR ELECTIONS AND OBTAIN COVERAGE FOR 1ST BUT THERE HAS BEEN SOME DIFFICULTY DOING THAT. MICHAEL STEVENS AS OF DECEMBER 5TH. HERE IN NEVADA 31-THOUSAND PEOPLE SIGNED UP FOR HEALTH INSURANCE THROUGH OUR STATE'S EXCHANGE.

[View](#)

[6:30:43 AM] [0:21] AGAIN, IF YOU HAVEN'T SIGNED-UP, YOU HAVE UNTIL MIDNIGHT TONIGHT FOR BENEFITS TO KICK-IN BY JANUARY 1ST. MICHAEL STEVENS IF YOU NEED HELP SIGNING UP, THE BEST PIECE OF ADVICE IS GO TO **NEVADA HEALTH LINK** DOT COM AND FIND A LICENSED BROKER IN YOUR AREA, THEY'LL BE ABLE TO WALK YOU STEP BY STEP THROUGH THE PROCESS. BRIAN, KIRSTEN? BRIAN LOFTUS MICHAEL, WHAT HAPPENS IF YOU DON'T MAKE THE DEADLINE?

[View](#)

Nielsen Audience: 23,268
Calc Ad Value: \$1,522

Runtime: 1:23
Calc Publicity Value: \$4,565

5 **KLAS-CBS** Market: Las Vegas, NV
8 NEWS NOW AT 5AM

Dec 17 2015 05:00AM PT

[5:05:14 AM] [0:12] KIRSTEN JOYCE 8 NEWS NOW REPORTER MICHAEL STEVENS JOINS US WITH THE REASON THE DEADLINE'S BEEN EXTENDED. GOOD MORNING MICHAEL? MICHAEL STEVENS BRIAN, KIRSTEN, THE ORIGINAL DEADLINE TO SIGN-UP FOR HEALTH INSURANCE THROUGH **NEVADA HEALTH LINK** WAS TUESDAY.

[View](#)

[5:05:47 AM] [0:37] SO IF YOU HAVEN'T SIGNED UP YET, LISTEN UP. THE NEW DEADLINE IS MIDNIGHT TONIGHT FOR COVERAGE TO KICK-IN JANUARY FIRST. IF HAVEN'T SIGNED UP FOR INSURANCE AND STILL NEED HELP YOU HAVE SOME OPTIONS: **BRUCE GILBERT SILVER STATE HEALTH INSURANCE EXCHANGE**: BUYING INSURANCE IS NOT LIKE BUYING A BOOK ON AMAZON. PEOPLE DON'T UNDERSTAND WHAT A CO-PAY IS, PEOPLE DON'T UNDERSTAND WHAT A DEDUCTIBLE IS THEY DON'T UNDERSTAND HOW NETWORKS WORK OR IF THEIR DOCTOR IS IN A PARTICULAR NETWORK FOR A PARTICULAR HEALTH PLAN. WE HAVE ALWAYS SAID IF YOU'RE GOING TO PURCHASE INSURANCE THE BEST THING YOU CAN DO IS SEEK OUT FACE TO FACE ASSISTANCE.

PR/Media Valuation Reporting – Page 2

[View](#)

Nielsen Audience: 16,665
Calc Ad Value: \$898

Runtime: 0:49
Calc Publicity Value: \$2,695

6 **KLAS-CBS** Market: Las Vegas, NV
8 NEWS NOW AT 5AM

Dec 17 2015 05:00AM PT

[5:34:01 AM] [1:25] BRIAN, KIRSTEN, PEOPLE WITHOUT HEALTH INSURANCE, TRYING TO ENROLL HERE IN OUR STATE TYPICALLY USE SITES LIKE **NEVADA HEALTH LINK**. THAT'S OUR STATE BASED MARKETPLACE THAT'S CONNECTED TO THE FEDERAL ONE KNOWN AS HEALTH CARE DOT GOV. THE USDEPARTMENT OF HEALTH AND HUMAN SERVICES RUNS HEALTH CARE DOT GOV. AND THEY'RE THE ONES WHO EXTENDED THE DEADLINE 48 HOURS DUE TO HIGH DEMAND. THE PEOPLE AT **NEVADA HEALTH LINK** TELL ME IN RECENT WEEKS THE FEDERAL SITE HAS SEEN NEARLY 1-HUNDRED AND 80-THOUSAND USERS TRYING TO SIGN UP FOR HEALTH CARE AT ONE TIME. AND THEY SAY IT'S STRESSING THE SYSTEM: **BRUCE GILBERT SILVER STATE HEALTH INSURANCE EXCHANGE**: THEY UNDERSTOOD PEOPLE ARE WORKING AND TRYING TO GET ON THE SYSTEM AND MAKE THEIR ELECTIONS AND OBTAIN COVERAGE FOR 1ST BUT THERE HAS BEEN SOME DIFFICULTY DOING THAT. MICHAEL STEVENS AS OF DECEMBER 5TH. HERE IN NEVADA 31-THOUSAND PEOPLE SIGNED UP FOR HEALTH INSURANCE THROUGH OUR STATE'S EXCHANGE. 11-THOUSAND OF THOSE ARE NEW CONSUMERS. AGAIN, IF YOU HAVEN'T SIGNED-UP, YOU HAVE UNTIL MIDNIGHT TONIGHT FOR BENEFITS TO KICK-IN BY JANUARY 1ST. IF YOU NEED HELP SIGNING UP, THE BEST PIECE OF ADVICE IS GO TO **NEVADA HEALTH LINK** DOT COM AND FIND A LICENSED BROKER IN YOUR AREA, THEY'LL BE ABLE TO WALK YOU STEP BY STEP THROUGH THE PROCESS. BRIAN, KIRSTEN? KIRSTEN JOYCE MICHAEL, IF YOU MISS TONIGHTS DEADLINE, WHEN DOES COVERAGE KICK IN?

[View](#)

Nielsen Audience: 16,665
Calc Ad Value: \$1,558

Runtime: 1:25
Calc Publicity Value: \$4,675

7 **KVVU-FOX** Market: Las Vegas, NV
NEWS AT 6

Dec 17 2015 06:00PM PT

[6:23:22 PM] [0:10] BY EARLY NEXT WEEK TEMPERATURES WILL START TO WARM UP AGAIN. THE CHRISTMAS EVE FORECAST WILL SEE A HIGH OF 60, BUT BY CHRISTMAS DAY THE TEMPERATURE DROPS TO 51. CLOSED CAPTIONING WILL RESUME SHORTLY DUE TO HIGH DEMAND, THE DEADLINE TO ENROLL FOR HEALTHCARE UNDER THE **NEVADA HEALTH LINK** HAS BEEN EXTENDED. BUT NOT FOR LONG. YOU HAVE UNTIL 11- 59 TONIGHT.

[View](#)

Nielsen Audience: 20,403
Calc Ad Value: \$125

Runtime: 0:10
Calc Publicity Value: \$375

8 **KVVU-FOX** Market: Las Vegas, NV
LIVE IN LAS VEGAS

Dec 17 2015 08:00AM PT

PR/Media Valuation Reporting – Page 3

[8:13:50 AM] [0:26] THIS IS FOX5 NEWS THIS MORNING. DUE TO HIGH DEMAND, THE DEADLINE TO ENROLL FOR HEALTHCARE UNDER THE **NEVADA HEALTH LINK** HAS BEEN EXTENDED. CONSUMERS HAVE UNTIL 11-59 TONIGHT TO SIGN-UP FOR JANUARY FIRST COVERAGE. MAKE SURE YOU HAVE PROOF OF RESIDENCY, PROOF OF INCOME, VALID ID AND PROOF OF US CITIZENSHIP BEFORE YOU CALL TO ENROLL.

[View](#)

Nielsen Audience: 38,372
Calc Ad Value: \$325

Runtime: 0:26
Calc Publicity Value: \$975

9 **KVVU-FOX** Market: Las Vegas, NV
LIVE IN LAS VEGAS

Dec 17 2015 07:00AM PT

[7:14:41 AM] [0:31] WEATHER 24/7 WITH CASSANDRA JONES AND YOUR TRAFFIC SOLUTIONS. THIS IS FOX5 NEWS THIS MORNING. DUE TO HIGH DEMAND, THE DEADLINE TO ENROLL FOR HEALTHCARE UNDER THE **NEVADA HEALTH LINK** HAS BEEN EXTENDED. CONSUMERS HAVE UNTIL 11-59 TONIGHT TO SIGN-UP FOR JANUARY FIRST COVERAGE. MAKE SURE YOU HAVE PROOF OF RESIDENCY, PROOF OF INCOME, VALID ID AND PROOF OF US CITIZENSHIP BEFORE YOU CALL TO ENROLL.

[View](#)

Nielsen Audience: 35,552
Calc Ad Value: \$388

Runtime: 0:31
Calc Publicity Value: \$1,163

1 **KVVU-FOX** Market: Las Vegas, NV
0. NEWS THIS MORNING

Dec 17 2015 06:00AM PT

[6:08:23 AM] [0:32] SO CLASSES WILL GO ON AS PLANNED TODAY. ON TUESDAY, THE LOS ANGELES UNIFIED SCHOOL DISTRICT CANCELLED CLASSES FOR MORE THAN 640-THOUSANDS STUDENTS. DUE TO HIGH DEMAND, THE DEADLINE TO ENROLL FOR HEALTHCARE UNDER THE **NEVADA HEALTH LINK** HAS BEEN EXTENDED. CONSUMERS HAVE UNTIL 11-59 TONIGHT TO SIGN-UP FOR JANUARY FIRST COVERAGE. MAKE SURE YOU HAVE PROOF OF RESIDENCY, PROOF OF INCOME, VALID ID AND PROOF OF US CITIZENSHIP BEFORE YOU CALL TO ENROLL.

[View](#)

Nielsen Audience: 32,083
Calc Ad Value: \$400

Runtime: 0:32
Calc Publicity Value: \$1,200

1 **KVVU-FOX** Market: Las Vegas, NV
1. NEWS THIS MORNING

Dec 17 2015 04:30AM PT

[5:06:55 AM] [0:32] SO CLASSES WILL RESUME AS PLANNED TODAY. ON TUESDAY, THE LOS ANGELES UNIFIED SCHOOL DISTRICT ABRUPTLY CANCELLED CLASSES FOR MORE THAN 640-THOUSANDS STUDENTS. DUE TO HIGH DEMAND, THE DEADLINE TO ENROLL FOR HEALTHCARE UNDER THE **NEVADA HEALTH LINK** HAS BEEN EXTENDED. CONSUMERS HAVE UNTIL 11-59 TONIGHT TO SIGN-UP FOR JANUARY FIRST COVERAGE. MAKE

PR/Media Valuation Reporting – Page 4

SURE YOU HAVE PROOF OF RESIDENCY, PROOF OF INCOME, VALID ID AND PROOF OF US CITIZENSHIP BEFORE YOU CALL TO ENROLL.

[View](#)

Nielsen Audience: 5,141
Calc Ad Value: \$127

Runtime: 0:32
Calc Publicity Value: \$381

1 **KXNT-AM** Market: Las Vegas, NV

2. Alan Stock

Dec 16 2015 04:00PM PT

[4:05:53 PM] [0:49] IN I WILL HAVE SOME EXTRA TIME IF YOU WANT HEALTH INSURANCE COVERAGE BY JANUARY FIRST. DUE TO HIGH DEMAND THE **NEVADA HEALTH LINK** EXCHANGES GIVING PEOPLE. A LITTLE MORE TIME TO SIGN UP THAT DEADLINE WAS ACTUALLY YESTERDAY DECEMBER FIFTEEN HE WILL NOW HAVE UNTIL ELEVEN FIFTY NINE PM MONDAYS AT ITS DECEMBER SEVENTEEN TO GET COVERED. THERE WENT A WEEK EVEN LYING AT THAT AND ONLINE AND THOUGH AND PEOPLE WERE NOT ABLE TO GET FULL. EIGHTY EIGHT IN RURAL AND GET COVERAGE LAST NIGHT WHICH AT THE AT MY BEACH AND THE DEPARTMENT AND HOW HE'S THERE AT THAT AGE EXTEND THAT DEADLINE. BUT I WAS DALE DAVIS WITH THE **NEVADA HEALTH LINK** YOU CAN STILL GET COVERAGE AFTER THIS SEVENTEENTH JUST WILL NOT BE ABLE TO USE YOUR HEALTH INSURANCE. BY JANUARY FIRST THIS REPORT IS BROUGHT TO BUY THE ACCIDENT SEVERAL SKIN. AT THE MOMENT.

[Listen](#)

Arbitron Audience: 8,200
Calc Ad Value: \$206

Runtime: 0:49
Calc Publicity Value: \$617

1 **KRNV-NBC** Market: Reno, NV

3. News 4 at 6am

Dec 16 2015 06:00AM PT

[6:10:03 AM] [0:08] NOW THOSE WHO WANT TO ENROLL IN THE HEALTH CARE COVERAGE HAVE TWO DAYS TO DO SO. THOSE INTERESTED IN STARTING THE HEALTH CARE PROCESS CAN DO SO AT **NEVADA HEALTH LINK.COM**.

[View](#)

Nielsen Audience: 18,105
Calc Ad Value: \$33

Runtime: 0:08
Calc Publicity Value: \$100

1 **KRNV-NBC** Market: Reno, NV

4. News 4 at 530am

Dec 16 2015 05:30AM PT

[5:37:50 AM] [0:29] THE ORIGINAL DEADLINE WAS LAST NIGHT AT MIDNIGHT BUT NOW THOSE WHO WANT TO ENROLL IN THE HEALTH CARE COVERAGE HAVE TWO EXTRA DAYS TO DO SO. THOSE INTERESTED IN STARTING THE HEALTH CARE PROCESS CAN DO SO AT **NEVADA-HEALTH-LINK-DOT-COM**. (SAMANTHA IN

PR/Media Valuation Reporting – Page 5

EDUCATION NEWS NEVADA'S HIGH SCHOOL GRADUATION RATE REMAINS AMONG THE WORST IN THE NATION, AND RANKS LAST IN TERMS OF GRADUATING AFRICAN AMERICANS. THE EDUCATION REPORTS NEVADA'S OVERALL RATE FOR THE 2013-2014 SCHOOL YEAR WAS 70 PERCENT.

[View](#)

Nielsen Audience: 10,681
Calc Ad Value: \$53

Runtime: 0:29
Calc Publicity Value: \$160

1 **KRXI-FOX** Market: Reno, NV

5. Mornings On Fox

Dec 16 2015 07:00AM PT

[7:56:38 AM] [0:12] THE ORIGINAL DEADLINE WAS LAST-MINUTE MIDNIGHT BUT NOW THOSE WHO WANT TO ENROLL IN HEALTHCARE COVERAGE HAVE TWO EXTRA DAYS TO DO SO. THOSE INTERESTED IN STARTING THE HEALTHCARE PROCESS CAN DO SO BY HEADING TO **NEVADA HEALTH LINK**.

[View](#)

Nielsen Audience: 7,132
Calc Ad Value: \$66

Runtime: 0:12
Calc Publicity Value: \$199

1 **KLAS-CBS** Market: Las Vegas, NV

6. 8 NEWS NOW AT 6AM

Dec 15 2015 06:00AM PT

[6:36:46 AM] [0:23] YOU HAVE UNTIL MIDNIGHT TO SIGN UP FOR HEALTH INSURANCE THROUGH **NEVADA HEALTH LINK**, COVERAGE WILL THEN KICK IN ON JANUARY FIRST. LICENSED BROKERS AND AGENTS WILL BE AVAILABLE TO DISCUSS THE RIGHT PLAN FOR YOU THIS AFTERNOON AT THE HENDERSON CONVENTION CENTER FROM 4 TO 8. YOU CAN STILL ENROLL THROUGH JANUARY 31-ST, BUT IF YOU WAIT TO DO SO, YOU WON'T HAVE COVERAGE UNTIL MARCH 1-ST OF NEXT YEAR.

[View](#)

Nielsen Audience: 23,268
Calc Ad Value: \$422

Runtime: 0:23
Calc Publicity Value: \$1,265

1 **KLAS-CBS** Market: Las Vegas, NV

7. 8 NEWS NOW AT 5AM

Dec 15 2015 05:00AM PT

[5:19:37 AM] [0:27] BRIAN LOFTUS > YOU HAVE UNTIL MIDNIGHT TONIGHT, TO ENROLL FOR HEALTH INSURANCE THROUGH **NEVADA HEALTH LINK**, TO RECEIVE COVERAGE STARTING ON JANUARY FIRST. IF YOU NEED HELP SIGNING UP, LICENSED BROKERS AND AGENTS WILL BE AVAILABLE TODAY AT THE HENDERSON CONVENTION CENTER FROM 4 TO 8. YOU CAN STILL ENROLL THROUGH JANUARY 31-ST, BUT IF YOU WAIT TO DO SO, YOU WON'T HAVE COVERAGE UNTIL MARCH 1-ST OF NEXT YEAR.

[View](#)

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Nielsen Audience: 16,665
Calc Ad Value: \$495

Runtime: 0:27
Calc Publicity Value: \$1,485

1 **KVVU-FOX** Market: Las Vegas, NV

8. LIVE IN LAS VEGAS

Dec 15 2015 07:00AM PT

[7:20:24 AM] [0:08] GET HEALTH INSURANCE FOR THE NEW YEAR. THE DEADLINE IS TODAY, **NEVADA HEALTH LINK** IS HERE TO HELP YOU GET SIGNED UP. THAT INTERVIEW IS NEXT.

[View](#)

[7:23:32 AM] [0:42] TODAY IS IT, THE HEALTH INSURANCE, IF YOU WANT TO RECEIVE COVERAGE ON JANUARY 1ST. ANDRES RAMIREZ FROM "**NEVADA HEALTH LINK**" IS HERE WITH HOW THEY CAN HELP YOU GET ENROLLED TODAY. THE **SILVER STATE HEALTH INSURANCE EXCHANGE**, CREATED BY THE STATE OF NEVADA, IS A STATE AGENCY THAT HELPS INDIVIDUALS FIND A HEALTH INSURANCE PLAN TAILORED TO THEIR NEEDS, FAMILY CIRCUMSTANCES AND BUDGET. CONSUMERS MUST ENROLL BY DEC. 15 IF THEY WANT TO BE COVERED STARTED ON JAN.

[View](#)

Nielsen Audience: 35,552
Calc Ad Value: \$625

Runtime: 0:50
Calc Publicity Value: \$1,875

1 **KRNV-NBC** Market: Reno, NV

9. News 4 at 11

Dec 15 2015 11:00PM PT

[11:05:51 PM] [0:11] NOW THOSE WHO WANT TO ENROLL HAVE 2 EXTRA DAYS TO DO SO. THOSE INTERESTED IN THE HEALTH CARE PROCESS HAVE AT **NEVADA HEALTH LINK**. COM.

[View](#)

Nielsen Audience: 10,918
Calc Ad Value: \$73

Runtime: 0:11
Calc Publicity Value: \$220

2 **KRNV-NBC** Market: Reno, NV

0. News 4 at 5

Dec 15 2015 05:00PM PT

[5:09:44 PM] [0:11] AND A DEADLINE FOR OPEN ENROLLMENT THROUGH THE **NEVADA HEALTH LINK** IS TONIGHT, BUT IT IS NOT NECESSARILY YOUR LAST CHANCE TO SIGN UP. WE'LL HAVE MORE FOR YOU. MADISON?

[View](#)

Nielsen Audience: 23,200
Calc Ad Value: \$73

Runtime: 0:11
Calc Publicity Value: \$220

PR/Media Valuation Reporting – Page 7

2 **KRNV-NBC** Market: Reno, NV

1. News 4 at 5

Dec 15 2015 05:00PM PT

[5:15:36 PM] [0:13] WELL, JUST A REMINDER TODAY MARKS THE FINAL DAY TO ENROLL IN A 2016 HEALTH INSURANCE POLICY THROUGH THE **SILVER STATE HEALTH EXCHANGE**. IF YOU WANT TO HAVE COVERAGE THAT BEGINS ON JANUARY 1. OPEN ENROLLMENT IS CURRENTLY UNDERWAY THROUGH NEVADAHEALTHLINK.

[View](#)

Nielsen Audience: 23,200
Calc Ad Value: \$87

Runtime: 0:13
Calc Publicity Value: \$260

2 **KLAS-CBS** Market: Las Vegas, NV

2. 8 NEWS NOW

Dec 14 2015 11:00PM PT

[11:11:30 PM] [0:27] DENISE VALDEZ > A CRITICAL DEADLINE IN REGARDS TO YOUR HEALTH COVERAGE IS TOMORROW. YOU HAVE UNTIL MIDNIGHT TUESDAY TO ENROLL FOR HEALTH INSURANCE THROUGH **NEVADA HEALTH LINK**, TO RECEIVE COVERAGE STARTING ON JANUARY FIRST. LICENSED BROKERS AND AGENTS WILL BE AVAILABLE TO DISCUSS THE RIGHT PLAN FOR YOU, TOMORROW AT THE HENDERSON CONVENTION CENTER FROM 4 TO 8. YOU CAN STILL ENROLL THROUGH JANUARY 31-ST, BUT IF YOU WAIT TO DO SO, YOU WON'T HAVE COVERAGE UNTIL MARCH 1-ST OF NEXT YEAR.

[View](#)

Nielsen Audience: 36,413
Calc Ad Value: \$1,440

Runtime: 0:27
Calc Publicity Value: \$4,320

2 **KRNV-NBC** Market: Reno, NV

3. News 4 at 6

Dec 11 2015 06:00PM PT

[6:13:58 PM] [0:31] HI THERE TAYLR THE ASK JOE FILE ON THIS FRIDAY, A QUESTION HER=#C I6JYWP"A. ONE OF OUR VIEWERS WROTE IN THE DEADLINE TO S WROTE IN ENROLL G&FOR HEALTHCARE COVER THROUGH **NEVADA HEALTH LINK**. WELL, IT'S A GOOD QUESTION AND GOOD TIMING ON THIS QUESTION AS WELL. **NEVADA HEALTH LINK** WAS SET UP TO HELP PEOPLE FIND INSURANCE UNDER THE AFFORDABLE CARE ACT. THE OPEN ENROLLMENT PERIOD 1 AND IT CLOSES SUNDAY, JANUARY 31. SO WE'RE ABOUT HALF WAY THROUGH, ROUGHLY TH, ENROLLMENT PERIOD.

[View](#)

Nielsen Audience: 17,297
Calc Ad Value: \$207

Runtime: 0:31
Calc Publicity Value: \$620

2 **KRNV-NBC** Market: Reno, NV

4. News 4 at 5

Dec 11 2015 05:00PM PT

PR/Media Valuation Reporting – Page 8

[5:25:52 PM] [0:11] WHAT IF THE DEADLINE TO SIGN UP FOR HEALTH INSURANCE AND ARE **NEVADA HEALTH LINK**, OUR VIEWERS HAVE ASKED ABOUT THAT. I WILL TELL YOU WHAT I FOUND OUT COMING UP TONIGHT ON NEWS 4 NIGHTLY AT 6:00 O'CLOCK.

[View](#)

Nielsen Audience: 23,200
Calc Ad Value: \$73

Runtime: 0:11
Calc Publicity Value: \$220

2 **KSNV-NBC** Market: Las Vegas, NV

5. NEWS 3 LIVE AT NOON

Dec 7 2015 12:00PM PT

[12:32:56 PM] [0:33] MICHELLE: HEALTH INSURANCE STARTING IN THE NEW YEAR, YOU HAVE TO ENROLL BY DECEMBER 15. ANOTHER DEADLINE IS ALREADY COMING UP. JANE DAVIS FROM **SILVER STATE HEALTH INSURANCE EXCHANGE** IS JOINING US THIS AFTERNOON TO TALK ABOUT EVERYTHING PEOPLE NEED TO KNOW. LET ME HAVE YOU START, THANK YOU FOR JOINING US, BY EXPLAINING WHAT THE HEALTH INSURANCE EXCHANGE IS. THE EXCHANGE IS A STATE AGENCY AND WE PROVIDE HEALTH INSURANCE FOR NEVADANS WHO DO NOT HAVE COVERAGE.

[View](#)

Nielsen Audience: 25,228
Calc Ad Value: \$935

Runtime: 0:33
Calc Publicity Value: \$2,805

2 **KBLR-TELEMUNDO** Market: Las Vegas, NV

6. Noticiero 39 at 530PM

Dec 3 2015 05:30PM PT

[5:30:00 PM] [0:14] VIGIL FOR THE VICTIMS REPORT GUN CONTROL ISSUE COMES TO THE FRONT LAS VEGAS IS PREPARED FOR ANY DISASTER. TEENS IN CLIFTON NEW JERSEY SCHOOL BOMB PLAN ABORTED. LIVE REPORT FROM MARYLAND PARWAY AND DESERT INN ON HEALTH INSURANCE SIGN UPS BY **NEVADA HEALTH LINK** ENROLLMENT IS OVER ON DECEMBER 15TH ***** CAR HITS A LIGHT POLE IN HOUSTON TEXAS SHOWN. CAR THEFT WITH A GUN IN LONGLEVENS CAUGHT ON CAMERA. STORE ROBBERY IN SULLIVAN TEXAS SHOWN.

[View](#)

[5:30:00 PM] [0:10] MORE TALK ON GUN CONTROL IN WASHINGTON D. C LAS VEGAS IS READY FOR ANY EMERGENCY. MURDER ON RUSSELL AND PARADISE REPORT BOY WHO REPORTED KIDNAP ATTEMPT MADE UP THE STORY. PLANNED PARENTHOOD OFFICES SECURITY **NEVADA HEALTH LINK** SIGN UPS END ON THE 15TH. ALBERTO OCHOA INTERVIEW FROM SMART BUY INSURANCE. EQUAL RIGHTS ACTIVIST HANNAH BROWN AT CSN TODAY.

[View](#)

Nielsen Audience: 7,244
Calc Ad Value: \$240

Runtime: 0:24
Calc Publicity Value: \$720

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Report Generated: 23 Dec 2015 18:49:08 UTC
Total Story Count: 26
Total Audience Estimate: 597,344
Total Nielsen Audience: 589,144
Total Arbitron Audience: 8,200
Total Runtime: 13:55
Total Calc Ad Value: \$13,571
Total Calc Publicity Value: \$40,715

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Silver State Health Exchange December 2015

Outlet/Publication	Date	Headline	Impressions	Ad Value
Las Vegas Review-Journal	12/31/15	Nevadans, nation face bleak future with affordable care act	765,462	\$7,080.52
Nevada Appeal	12/30/15	ACA signups for 2016 double in final week for Jan. 1 starts	203,578	\$1,883.10
Las Vegas Review-Journal	12/30/15	Health news and events around the valley, Dec. 31, 2015-Jan. 6, 2016	765,462	\$7,080.52
Nevada Appeal	12/29/15	Get Healthy Carson City: Health insurance – a primer	203,578	\$1,883.10
Las Vegas Review-Journal	12/27/15	Nevada landing car factory is top business story of 2015	765,462	\$7,080.52
Las Vegas Review-Journal	12/24/15	Health news and events around the valley, Dec. 24-30, 2015	765,462	\$7,080.52
JD Supra	12/24/15	Manatt on Health Reform: Weekly Highlights - December 2015 #4	113,547	\$1,050.31
The Ely Times	12/24/15	Record breaking enrollment numbers for Nevada's exchange	2,902	\$26.84
Reno Gazette-Journal (AP)	12/23/15	Bleak forecast for Nevada's Affordable Care Act Future	236,924	\$2,191.55
Nevada Appeal	12/23/15	Record number of Nevadans enroll in health insurance	203,578	\$1,883.10
Carson Now	12/23/15	Record number of Nevadans enroll in health insurance	5,816	\$53.80
Las Vegas Review-Journal	12/22/15	Health insurance exchange enrollment strong ahead of deadline	765,462	\$7,080.52
Daily Astorian	12/22/15	Faced with federal fee, Oregon reconsiders own health exchange	46,214	\$427.48
News 3 KSNV	12/21/15	Current CO-OP members may qualify for a special enrollment period for 2016	155,664	\$1,439.89
Nevada Appeal	12/21/15	Ron Bliss: Strong response forces marketplace to extend deadline	203,578	\$1,883.10
NerdWallet Blog	12/21/15	Where to Buy Health Insurance in Your State	1,062,625	\$9,829.28
Las Vegas Review-Journal	12/17/15	Health news and events around the valley, Dec. 17-23, 2015	765,462	\$7,080.52
8 HD Lasvegasnow	12/17/15	Deadline to sign up for health insurance extended	106,298	\$983.26
Las Vegas Sun	12/16/15	Deadline extended to sign up for health insurance	584,560	\$5,407.18
Nevada Appeal	12/15/15	Get Healthy Carson City: Health, safety are great gifts this season	203,578	\$1,883.10
Politico.com	12/15/15	Spending deal text expected today	4,929,680	\$45,599.54
Las Vegas Review-Journal	12/14/15	6 potential health hazards lurking in your home	765,462	\$7,080.52

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The Apache Pow Wow	12/14/15	Health Insurance Marketplace enrollment deadline is December 15	46,587	\$430.93
Nevada Appeal	12/14/15	Ron Bliss guest col: Not too late for medical insurance coverage for 2016	203,578	\$1,883.10
The Apache Pow Wow	12/13/15	Lone profitable ACA insurance co-op losing millions	46,587	\$430.93
West Hawaii Today	12/12/15	Faced with federal fee, Oregon reconsiders own exchange	38,244	\$353.76
Albany Democrat-Herald	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	75,857	\$701.68
The Ledger Independent	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	19,185	\$177.46
The Times of Northwest Indiana	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	309,578	\$2,863.60
TBO.com	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	492,941	\$4,559.70
MiamiHerald.com	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	1,694,506	\$15,674.18
Belleville News Democrat	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	109,572	\$1,013.54
Sun Herald	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	215,782	\$1,995.98
The News & Observer	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	651,978	\$6,030.80
Macon Telegraph	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	166,054	\$1,536.00
Merced Sun-Star	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	35,711	\$330.33
The Olympian	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	168,968	\$1,562.95
The Wichita Eagle and Kansas.com	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	360,642	\$3,335.94
Tri-City Herald	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	98,889	\$914.72
TheState.com	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	544,203	\$5,033.88
Herald Online	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	121,434	\$1,123.26
The Kansas City Star	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	1,268,640	\$11,734.92
The Fresno Bee	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	282,740	\$2,615.35
Ledger-Enquirer	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	141,251	\$1,306.57
Bradenton Herald	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	199,600	\$1,846.30
The Bellingham Herald	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	43,373	\$401.20
The Charlotte Observer	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	1,053,982	\$9,749.33

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The Modesto Bee	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	129,227	\$1,195.35
The News Tribune	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	303,966	\$2,811.69
MyrtleBeachOnline.com	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	174,222	\$1,611.55
The Sacramento Bee	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	1,039,947	\$9,619.51
StamfordAdvocate.com	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	153,760	\$1,422.28
Greenwich Time	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	40,466	\$374.31
Connecticut Post	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	455,722	\$4,215.43
NewsTimes.com (AP)	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	142,811	\$1,321.00
SFGate	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	10,234,960	\$94,673.38
Seattlepi.com	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	1,410,043	\$13,042.90
Times Union	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	641,141	\$5,930.55
Helenair.com	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	32,567	\$301.24
Azdailysun.com	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	98,423	\$910.41
The Herald Palladium	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	11,266	\$104.21
The Billings Gazette	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	255,461	\$2,363.01
Journal Review Online	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	991	\$9.17
The Moulton Advertiser	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	243	\$2.25
WTOP.com	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	679,715	\$6,287.36
FederalNewsRadio.com	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	143,182	\$1,324.43

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AP (Hosted)	12/11/15	Faced with federal fee, Oregon reconsiders own exchange	346,059	\$3,201.05
BendBulletin.com (AP)	12/11/15	Oregon considers returning to its own exchange	64,722	\$598.68
The Register-Guard	12/11/15	State weighs running new health portal	205,156	\$1,897.69
My News 4	12/11/15	Ask Joe: What is the deadline to sign up with Nevada Health Link?	51,034	\$472.06
OregonLive.com	12/11/15	Oregon revisits running own health exchange as new federal fees loom	2,570,180	\$23,774.17
Daily Journal	12/11/15	Faced with federal fee, Oregon considers running its own health insurance exchange, again	89,870	\$831.30
The Republic (AP)	12/11/15	Faced with federal fee, Oregon considers running its own health insurance exchange, again	65,866	\$609.26
Daily Reporter	12/11/15	Faced with federal fee, Oregon considers running its own health insurance exchange, again	76,888	\$711.21
Insurance News Net	12/11/15	Enrollment in Nevada health exchange strong, but premiums rising	70,241	\$649.73
Las Vegas Sun	12/10/15	Enrollment in Nevada health exchange strong, but premiums rising	584,560	\$5,407.18
Fx Report Daily	12/10/15	ACA insurance enrollment brisk in final days before deadline	89,870	\$831.30
Las Vegas Review-Journal	12/10/15	Health news and events around the valley, Dec. 10-16, 2015	765,462	\$7,080.52
Las Vegas Sun	12/10/15	Single-payer health insurance option is needed	584,560	\$5,407.18
Fx Report Daily	12/9/15	ObamaCare on track for sign-up goal	89,870	\$831.30
Thespectrum.com (AP)	12/9/15	Health insurance deadline approaches	29,778	\$275.45
Insurance News	12/9/15	Nevada residents are slow to embrace state's health insurance exchange	89,870	\$831.30
Reno Gazette-Journal (AP)	12/8/15	One View: It's not too late to vaccinate	236,924	\$2,191.55
Elko Daily Free Press	12/8/15	Commentary: It's not too late to vaccinate	38,878	\$359.62
Nevada Appeal	12/7/15	Heidi Parker guest col: It's not too late to vaccinate	203,578	\$1,883.10
Nevada Appeal	12/7/15	Ron Bliss: Time running out for those who need to renew insurance for Jan. 1	203,578	\$1,883.10
Las Vegas Review-Journal	12/4/15	Health news and events around the valley, Dec. 3-9, 2015	765,462	\$7,080.52
Las Vegas Review-Journal	12/3/15	7 things your mother told you that aren't true	765,462	\$7,080.52
News 3 KSNV	12/3/15	Over 23,000 Nevadans sign up with health exchange in November	89,870	\$831.30
Reno Gazette-Journal (AP)	12/3/15	23K Nevadans sign up with health exchange in 1st month	236,924	\$2,191.55
News 10 - KENV Channel 10 Elko	12/3/15	About 23k Nevadans sign up with health exchange in 1st month	89,870	\$831.30
My News 4	12/3/15	About 23k Nevadans sign up with health exchange in 1st month	51,034	\$472.06
KSL.com	12/3/15	About 23k Nevadans sign up with health exchange in 1st month	1,239,718	\$11,467.39
Foxreno.com	12/3/15	About 23k Nevadans sign up with health exchange in 1st month	12,807	\$118.46
AP (Hosted)	12/3/15	About 23k Nevadans sign up with health exchange in 1st month	346,059	\$3,201.05
Las Vegas Sun	12/3/15	About 23k Nevadans sign up with health exchange in 1st month	584,560	\$5,407.18
Daily Reporter	12/3/15	More than 23,000 Nevadans choose coverage through health exchange in 1st month of sign-	76,888	\$711.21
Daily Journal	12/3/15	More than 23,000 Nevadans choose coverage through health exchange in 1st month of sign-	89,870	\$831.30
The Republic (AP)	12/3/15	More than 23,000 Nevadans choose coverage through health exchange in 1st month of sign-	65,866	\$609.26
Asian Journal	12/2/15	Statement on the Affordable Care Act	11,769	\$108.86
JD Supra	12/2/15	Manatt on Health Reform: Weekly Highlights - December 2015	113,547	\$1,050.31
Las Vegas Review-Journal	12/2/15	Nevadans slow to embrace state's health insurance exchange, data show	765,462	\$7,080.52
			Total AD Value	
				\$459,914.26
			Total PR Value	
				\$1,379,742.79

