



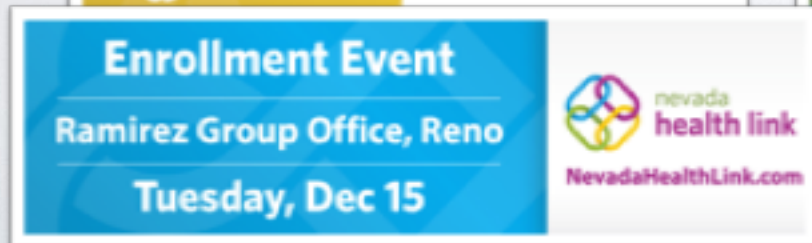
2015/2016 Marketing Update

December 17, 2015

Messaging Strategy Evolution

Enrollment Messaging

- TV
- Radio
- Online
- Print
- Outdoor
- Social Media



Event Messaging

- Kick-off
- Dec. 15 Enrollment Event
- Jan. 15 Enrollment Event
- Jan. 30 Close-out
 - TV (English and Spanish)
 - Radio
 - Online
 - Print
 - Outdoor
 - Social Media

Messaging Strategy Evolution

Governor Sandoval Enrollment Video

- TV
- Radio
- Online
- Social Media



NevadaHealthLink.com Best Source PSA

- TV
- Radio
- Social Media

Enrollment “Countdown” Message (January – Last month for enrollment)

TV

Radio

Online

Print

Outdoor

Social Media

Messaging Strategy Evolution



2015/16 Enrollment Campaign - Messaging Strategy

Messaging

Television

Nov. 1 Kick-off Event
 Enrollment Branding (Millennial)
 Enrollment Branding (Family)
 Enrollment Branding (Older Demo)
 Enrollment (Governor Sandoval)
 Dec. 15 Enrollment Event ("PSA" Recorded by Andres)
 Use the Right Website "PSA" Format
 Enrollment Branding (Millennial) - Enrollment Ends Countdown Format
 Enrollment Branding (Family) - Enrollment Ends Countdown Format
 Enrollment Branding (Older Demo) - Enrollment Ends Countdown Format
 Jan. 15 Enrollment Event ("PSA" Recorded by Andres)
 Jan. 30 Close-out Event

Radio

Nov. 1 Kick-off Event
 Enrollment Branding (Millennial)
 Enrollment Branding (Family)
 Enrollment Branding (Older Demo)
 Enrollment (Governor Sandoval)
 Dec. 15 Enrollment Event
 Use the Right Website "PSA" Format
 Enrollment Branding (Millennial) - Enrollment Ends Countdown Format
 Enrollment Branding (Family) - Enrollment Ends Countdown Format
 Enrollment Branding (Older Demo) - Enrollment Ends Countdown Format
 Jan. 15 Enrollment Event
 Jan. 30 Close-out Event

Print

Nov. 1 Kick-off Event
 Enrollment Branding (Millennial)
 Enrollment Branding (Family)
 Enrollment Branding (Older Demo)
 Dec. 15 Enrollment Event
 Enrollment Branding (Millennial) - Enrollment Ends Countdown Format
 Enrollment Branding (Family) - Enrollment Ends Countdown Format
 Enrollment Branding (Older Demo) - Enrollment Ends Countdown Format
 Jan. 15 Enrollment Event
 Jan. 30 Close-out Event

Outdoor

Nov. 1 Kick-off Event (Digitals)
 Enrollment Branding (Millennial)
 Enrollment Branding (Family)
 Enrollment Branding (Older Demo)
 Dec. 15 Enrollment Event (Digitals)
 Enrollment Branding (Millennial) - Enrollment Ends Countdown Format
 Enrollment Branding (Family) - Enrollment Ends Countdown Format
 Enrollment Branding (Older Demo) - Enrollment Ends Countdown Format
 Jan. 15 Enrollment Event (Digitals)
 Jan. 30 Close-out Event (Digitals)

Digital

Enrollment Branding
 Enrollment (Governor Sandoval)
 Enrollment Branding - Enrollment Ends Countdown Format

Social Media

Nov. 1 Kick-off Event
 Enrollment Branding/Broker Events
 Enrollment (Governor Sandoval)
 Dec. 15 Enrollment Event
 Use the Right Website Message
 Enrollment Branding - Enrollment Ends Countdown Format
 Jan. 15 Enrollment Event
 Jan. 30 Close-out Event

October	November		December				January						
10/25 - 10/31	11/1 - 11/7	11/8 - 11/14	11/15 - 11/21	11/22 - 11/28	11/29 - 12/5	12/6 - 12/12	12/13 - 12/19	12/20 - 12/26	12/27 - 1/2	1/3 - 1/9	1/10 - 1/16	1/17 - 1/23	1/24 - 1/31
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Media – TV, Radio, Print, Outdoor

Updated Estimated Impressions for 10/26/15 – 12/15/15

o Las Vegas

- TV General Market: 2,981,031
- TV Hispanic: 3,716,274
- Radio General Market: 3,274,000
- Radio Hispanic: 2,447,500
- Outdoor: 32,508,091
- Print Hispanic: 320,000

Total Est. Impressions 45,246,896

(Increase of 4,903,508 impressions versus Nov. projection)

o Reno

- TV General Market: 1,196,653
- TV Hispanic: 352,923
- Radio General Market: 1,319,000
- Radio Hispanic: 548,508
- Outdoor: 6,528,529
- Print Hispanic: 76,000

Total Est. Impressions 10,021,613

(Increase of 1,347,753 impressions versus Nov. projection)

- Rural Print: 1,449,000



Media – Rural Coverage



2016 Enrollment Marketing Campaign - Rural Coverage by County, City and Zip
11/19/15



County	City	Zip	Newspapers	Radio	TV	Broker Mailings	Digital Impressions	Clicks	Search & Social Media
Churchill	Fallon	89406	Lahontan Valley News	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KREN, KRNS, KRXI, KRN, KAME		-	0	X
Churchill	Fallon	89407	Lahontan Valley News	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KREN, KRNS, KRXI, KRN, KAME		-	0	X
Churchill	Fallon	89496	Lahontan Valley News	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KREN, KRNS, KRXI, KRN, KAME		100	0	X
Douglas	Gardnerville	89410	Record Courier	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KREN, KRNS, LATV, KRXI, KRN, KAME, Cable		6,171	5	X
Douglas	Genoa	89411	Record Courier	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KREN, KRNS, LATV, KRXI, KAME, Cable		-	0	X
Douglas	Glenbrook	89413	Tahoe Daily Tribune	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KREN, KRNS, LATV, KRXI, KRN, KAME		9	0	X
Douglas	Minden	89423	Record Courier	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KREN, KRNS, LATV, KRXI, KRN, KAME, Cable		8,935	10	X
Douglas	Zephyr Cove	89448	Tahoe Daily Tribune	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KREN, KRNS, LATV, KRXI, KRN, KAME		54	0	X
Douglas	Stateline	89449	Tahoe Daily Tribune	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KREN, KRNS, LATV, KRXI, KRN, KAME		307	1	X
Douglas	Gardnerville	89460	Record Courier	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KREN, KRNS, LATV, KRXI, KRN, KAME, Cable		13,699	10	X
Douglas	Carson City	89705	Nevada Appeal	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KREN, KRNS, LATV, KRXI, KRN, KAME, Cable		731	0	X
Elko	Elko	89801	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		23,602	26	X
Elko	Elko	89802	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		-	0	X
Elko	Elko	89803	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		-	0	X
Elko	Spring Creek	89815	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		-	0	X
Elko	Carlin	89822	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		278	0	X
Elko	Deeth	89823	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		-	0	X
Elko	Halleck	89824	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		-	0	X
Elko	Jackpot	89825	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		48	0	X
Elko	Jarbridge	89826	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		-	0	X
Elko	Lamoille	89828	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		-	0	X
Elko	Montello	89830	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		-	0	X
Elko	Mountain City	89831	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		-	0	X
Elko	Owyhee	89832	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		-	0	X
Elko	Ruby Valley	89833	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		-	0	X
Elko	Tuscarora	89834	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		-	0	X
Elko	Wells	89835	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		917	1	X
Elko	West Wendover	89883	Elko Daily Free Press, Wells Progress, Wendover Times	KZBI, KBGZ, KHIX, KBGZH2, KBGZH3	KENV, KRXI, KAME		2,475	5	X
Esmeralda	Dyer	89010	Mineral County Independent	KDWN, KBUL, KNEV	KRN, KRXI, KAME		2	0	X
Esmeralda	Goldfield	89013	Mineral County Independent, Pahump Valley Times	KDWN	KRN, KRXI, KAME	X	92	0	X
Esmeralda	Silverpeak	89047	Mineral County Independent	KDWN	KRN, KRXI, KAME		-	0	X
Eureka	Eureka	89316	Eureka Sentinel				274	0	X
Eureka	Crescent Valley	89821	Eureka Sentinel				73	0	X
Humboldt	Denio	89404	The Humboldt Sun				-	0	X
Humboldt	Golconda	89414	The Humboldt Sun	KHYX, KHYXD	KRN, KRXI, KAME		6	0	X
Humboldt	Mc Dermitt	89421	The Humboldt Sun	KHYX, KHYXD			251	0	X
Humboldt	Orovada	89425	The Humboldt Sun	KHYX, KHYXD			-	0	X
Humboldt	Paradise Valley	89426	The Humboldt Sun	KHYX, KHYXD			-	0	X
Humboldt	Valmy	89438	The Humboldt Sun	KHYX, KHYXD	KRN, KRXI, KAME		-	0	X
Humboldt	Winnemucca	89445	The Humboldt Sun	KHYX, KHYXD	KREN, KRNS, KRN, KRXI, KAME, Cable		10,667	14	X
Humboldt	Winnemucca	89446	The Humboldt Sun	KHYX, KHYXD	KREN, KRNS, KRN, KRXI, KAME, Cable		-	0	X
Lander	Austin	89310	Eureka Sentinel		KRN, KRXI, KAME		6	0	X
Lander	Battle Mountain	89820	Battle Mtn Bugle		KRN, KRXI, KAME		635	4	X

Media – Rural Coverage – Page 2



2016 Enrollment Marketing Campaign - Rural Coverage by County, City and Zip
11/19/15



County	City	Zip	Newspapers	Radio	TV	Broker Mailings	Digital Impressions	Clicks	Search & Social Media
Lincoln	Alamo	89001	Lincoln County Record	KDWN, KKLZ	KVVU, KBLR		588	1	X
Lincoln	Caliente	89008	Lincoln County Record	KDWN	KVVU, KBLR		762	0	X
Lincoln	Hiko	89017	Lincoln County Record	KDWN	KVVU		12	0	X
Lincoln	Panaca	89042	Lincoln County Record	KDWN	KVVU		323	0	X
Lincoln	Pioche	89043	Lincoln County Record	KDWN	KVVU		784	0	X
Lyon	Dayton	89403	Nevada Appeal	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KRNV, KRXI, KAME, KREN, KRNS, LATV		9,487	15	X
Lyon	Fernley	89408	Nevada Appeal	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KRNV, KRXI, KAME, KREN, KRNS, LATV		16,419	22	X
Lyon	Silver City	89428	Nevada Appeal	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KRNV, KRXI, KAME, KREN, KRNS, LATV		-	0	X
Lyon	Silver Springs	89429	Nevada Appeal	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KRNV, KRXI, KAME, KREN, KRNS, LATV		2,118	1	X
Lyon	Smith	89430	Record Courier	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KREN, KRXI, KAME		113	0	X
Lyon	Wellington	89444	Record Courier	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KREN, CW (Dish and Direct only)		16	0	X
Lyon	Yerington	89447	Record Courier	KDOT, KBUL, KNEV, KKO, KWYL, KSRN	KRXI, KAME		3,548	0	X
Mineral	Hawthorne	89415	Mineral County Independent	KBUL, KNEV	KREN, KRNV, KRXI, KAME		1,089	1	X
Mineral	Luning	89420	Mineral County Independent		KRNV, KRXI, KAME		70	0	X
Mineral	Mina	89422	Mineral County Independent		KRNV, KRXI, KAME		-	0	X
Mineral	Schurz	89427	Mineral County Independent				41	0	X
Nye	Beatty	89003	Pahrump Valley Times	KDWN, KWID	KVVU		166	0	X
Nye	Amargosa Valley	89020	Pahrump Valley Times	KDWN, KKLZ, KWID	KVVU, KBLR		491	0	X
Nye	Manhattan	89022	Pahrump Valley Times	KDWN, KWID	KVVU		-	0	X
Nye	Mercury	89023	Pahrump Valley Times	KDWN, KKLZ, KWID, KQRT	KVVU, KBLR, KINC		-	0	X
Nye	Pahrump	89041	Pahrump Valley Times	KDWN, KKLZ, KWID, KQRT	KVVU, KBLR, KINC		-	0	X
Nye	Round Mountain	89045	Pahrump Valley Times	KVGS, KDWN, KWID	KVVU		-	0	X
Nye	Pahrump	89048	Pahrump Valley Times	KVGS, KKLZ, KDWN, KWID, KQRT	KVVU, KBLR, KINC	X	9,788	4	X
Nye	Tonopah	89049	Pahrump Valley Times	KVGS, KKLZ, KDWN, KWID	KVVU, KBLR		2,293	2	X
Nye	Pahrump	89060	Pahrump Valley Times	KMXB, KLUC KVGS, KKLZ, KDWN, KWID, K	KVVU, KBLR, KINC		5,385	2	X
Nye	Pahrump	89061	Pahrump Valley Times	KMXB, KLUC, KVGS, KKLZ, KDWN, KWID, K	KVVU, KBLR, KINC		2,529	2	X
Nye	Gabbs	89409	Pahrump Valley Times	KDWN, KWID	KVVU		-	0	X
Pershing	Imlay	89418	Lovelock Review Minor	KHYX, KHYXD	KRNV, KRXI, KAME		9	0	X
Pershing	Lovelock	89419	Lovelock Review Minor	KHYX, KHYXD, KBUL, KKO, KWYL, KNEV	KREN, KRNV, KRXI, KAME		929	2	X
Storey	Virginia City	89440	Virginia City News	KDOT, KBUL, KKO, KWYL, KNEV, KSRN	KREN, KRNS, LATV		161	1	X
White Pine	Ely	89301	The Ely Times				2,516	3	X
White Pine	Baker	89311	The Ely Times				79	0	X
White Pine	Duckwater	89314	Eureka Sentinel, Ely Times				-	0	X
White Pine	Ely	89315	The Ely Times				-	0	X
White Pine	Lund	89317	The Ely Times				88	0	X
White Pine	Mc Gill	89318	The Ely Times				159	0	X
White Pine	Ruth	89319	The Ely Times				-	0	X

Digital Media Placement Report

Source	Impressions	Key Actions	Notes
Display	2,140,828	1,653	Running head-to-head, top performer will run remaining
Video	374,429	165	YouTube cost-per-view 27% lower than industry average
Retargeting	941,131	1,640	Highest conversion rate for non-search ads
Search	59,628	2,661	86 phone calls / CTRs 7x higher than industry benchmarks
Pandora	629,849	121	Older demo performing best in both languages
Total	4,145,865	6,240	Very efficient

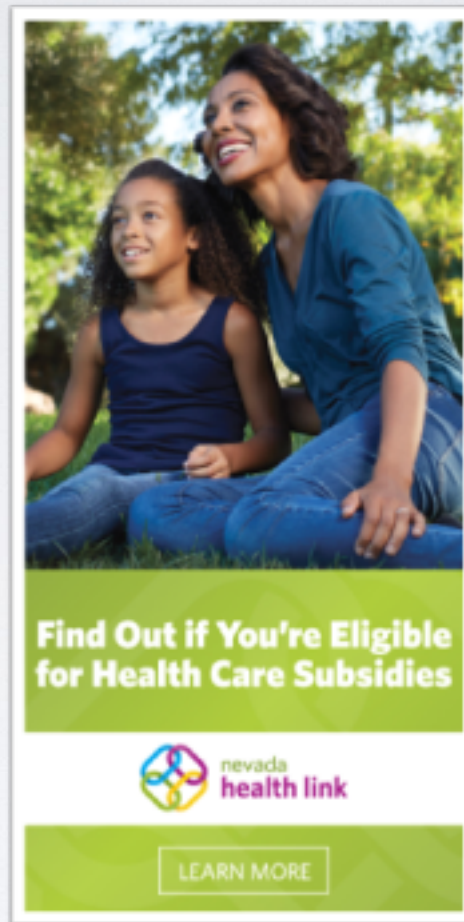
- o Date range of 11/1 – 11/30
- o Paused Bing/Yahoo ads on 11/25 and reallocated impressions to Google
- o Video has high completion rates (79% compared to industry standard of 72%)

Digital Media

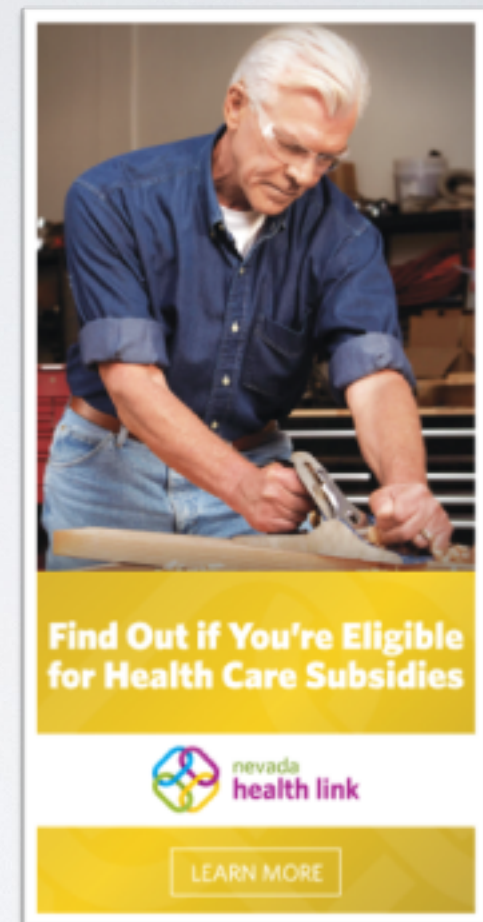
Top Creative - English



.34%



.29%



.27%

Numbers shown indicate key action rate per impression shown

Digital Media

Top Creative - Spanish



.20%



.15%



.15%

Numbers shown indicate key action rate per impression shown

Digital Media



Nevada Health Link
Digital Media Report - November 2015



Type	Source	Impressions	Clicks	CTR	Key Actions	Calls	Key Action Rate	Cost	CPK	Notes
Display	AcuityAds	1,340,234	856	0.06%	1,161	N/A	0.09%	\$4,091	\$4	Spanish ads have nearly double the CTR as English ads, although less likely to complete key action
Display	MNI	800,594	311	0.04%	492	N/A	0.06%	\$4,091	\$8	Ramping up performance in second flight
Retargeting	Katana	941,131	640	0.07%	1,640	N/A	0.17%	\$4,924	\$3	Most healthcare.gov clicks of any source
Video	MaxPoint	243,551	295	0.12%	51	N/A	0.02%	\$3,636	\$71	79% completion rate. Sweet Freedom Spanish has highest completion rate.
Video	YouTube	130,878	154	0.12%	114	N/A	0.09%	\$3,535	\$31	Reality Check has best view rate for English. Little Angels has best view rate for Spanish.
Audio	Pandora	629,849	2,388	0.38%	121	N/A	0.02%	\$6,818	\$58	Older demo performing the best in both languages. Males have higher CTRs.
Search	Google	54,606	3,764	6.89%	2,617	81	4.79%	\$15,142	\$6	Highest key action rate of any source
Search	Bing/Yahoo	5,022	670	13.34%	44	5	0.88%	\$1,545	\$35	Paused on 11/25 to move dollars to Google search, which is performing better
Ad Serving	Adserve	N/A	N/A	N/A	N/A	N/A	N/A	\$514	N/A	Ensures delivery
Total	N/A	4,145,865	9,078	0.22%	6,240	86	0.15%	\$44,296	\$7	Overall a low cost per key action

Top English Creative
Enrollment Professional 300x600
0.34% Conversion Rate




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




FIND MY PLAN

Health Care Subsidies 300x600
0.29% Conversion Rate



Find Out if You're Eligible for Health Care Subsidies



LEARN MORE

Health Care Subsidies 300x600
0.27% Conversion Rate



Find Out if You're Eligible for Health Care Subsidies



LEARN MORE

Top Spanish Creative
Get Connected 300x600
0.20% Conversion Rate



Conéctate a un Cuidado de Salud Económico



ENCUENTRA UN PLAN

Enrollment Professional
0.15% Conversion Rate



Encuentra a un Profesional Certificado para Conectarte con el Plan Adecuado



ENCUENTRA UN PLAN

Health Care Subsidies
0.15% Conversion Rate



Averigua si Eres Elegible para Subsidios de Seguro Médico



APRENDE MÁS

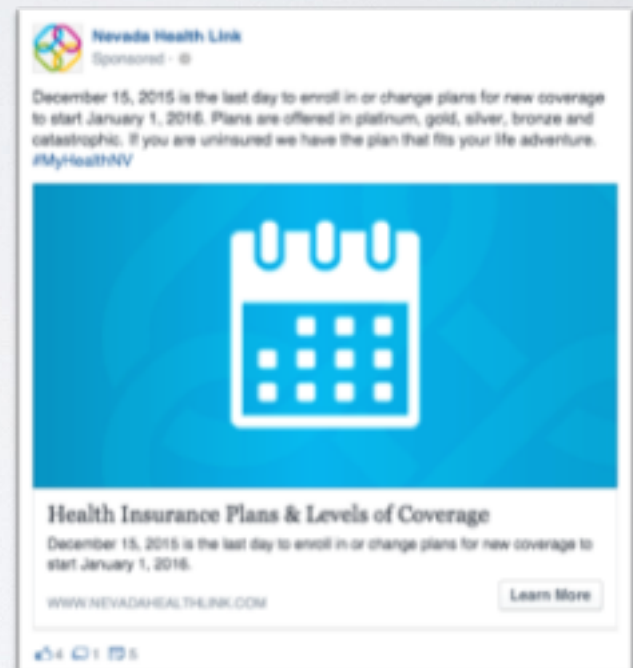
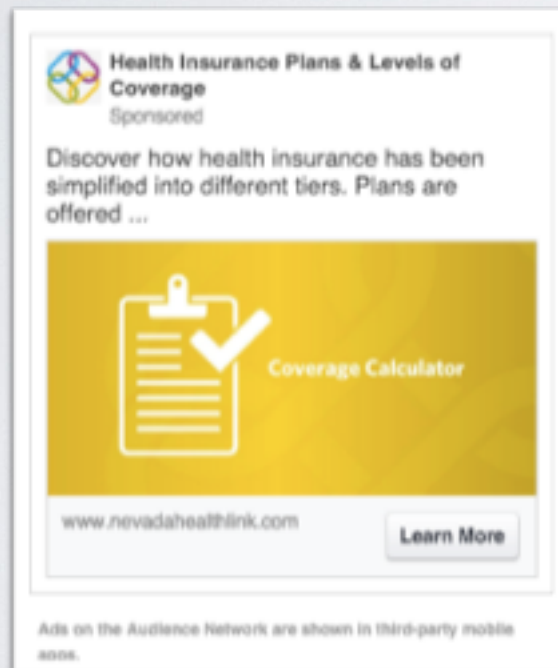
Social Media

- In November, a total of 34,547 engagements took place on Nevada Health Link's social media channels. An "engagement" is defined as link clicking, liking, commenting, sharing, video viewing and private messaging on Facebook, and retweeting, replying, favoring, direct messaging, clicking through links or on embedded media on Twitter, and liking, commenting and clicking through on Instagram.
- Social website traffic accounted for **30.7%** or 16,827 referrals of all acquired website traffic in November, an increase of 1,953%.
- Nevada Health Link's Facebook fan base grew by 5.30%, for a total of 1,410 fans. At the end of November, @NVHealthLink had 1,296 followers, a 1.09% increase in the number of followers from the previous month.



Paid Social Media

- 1,855,760 November 1 - December 7 Impressions
- Facebook ads garnering an 1.77% CTR, above the industry standard of 1%
- 590,789 people reached in Nevada



PR/Media Relations

- Coverage for November 2015
 - 30 stories
 - 93% of coverage was balanced or positive coverage
 - Coverage included a SSHIX spokesperson 73% of the time
- **Total Estimated Value of Earned PR Coverage – \$6,799,207***
 - Print/Online: \$6,763,770 ~ TV: \$35,437
- Standout placements
 - KRNV Reno News 4 – Bruce Gilbert interview
 - Las Vegas Sun—Guest column authored by Bruce Gilbert
 - Cumulus Radio Reno—Janel Davis interview
 - CBS News & Review, 6 stations—Janel Davis interview
 - Univision Las Vegas—Janel Davis interview
 - Telemundo Las Vegas—Janet Quintero Ramirez Group interview
- Upcoming
 - Value-add fulfillment on radio talk shows, 5 scheduled through December
 - Proactive pitching

*Based on comparable paid broadcast, print and online coverage

PR/Media Relations – November Coverage Report



November Media Coverage Report

Date	Source & Linked Placement	Category/Topic	Tone (P/N/B) Positive Negative Balanced	SSHIX Commented Y/N	Type
NOVEMBER					
11-29-15	Beasley Broadcasting Group Community Affairs Program 6:00 to 6:30 am – on 96-3 KKLZ, Old School 105-7 & Star 107-9 11:00 to 11:30 pm – on AM 720 KDWN, 102-7 The Coyote & KCYE's HD2 Channel (Radio Disney) https://youtu.be/hGluocS2tx0	Open Enrollment	Balanced	Y – Andres	Radio
11-24-15	Inside Health Policy CMS Leasing Fees For 'Supported' Exchanges May Drive Nevada, Others To Scrap Model	CMS Proposed Rule	Balanced	Y – Bruce	Online
11-22-15	CBS Radio – all six stations News & Review Program *Not available online	Open Enrollment	Positive	Y – Janel	Radio
11-19-15	KWYL 102.9 FM *Not available online	Open Enrollment	Balanced	Y – Janel	Radio
11-19-15	KLAS News 8	Open Enrollment & United Healthcare leaving exchange	Balanced	Y- Janel	Broadcast
11-18-15	Las Vegas Sun Too many Nevadans remain uninsured	Open Enrollment	Positive	Y – Bruce	Print & Online
11-18-15	Cumulus Radio Reno KWYL 102.9 Not posted online, mp3 of program is available	Open Enrollment	Positive	Y – Janel	Broadcast
11-6-15	KLAS News 8 Las Vegas could win Obama visit if enough people buy insurance	Open Enrollment	Balanced	N	Broadcast & Online
11-6-15	KOLO 8 Health Insurance Enrollees In Vegas May Result In Obama Visit	Open Enrollment	Balanced	N	Broadcast & Online
11-5-15	KRNV Reno News 4 Why isn't 'affordable health care' affordable for me?	Open Enrollment	Balanced	Y – Bruce	Broadcast & Online
11-2-15	KBLR-Telemundo Las Vegas *Not available online	Open Enrollment	Balanced	Y- Janet Quintero	Broadcast

PR/Media Relations – November Coverage Report cont'd.

11-2-15	KINC-Univision Las Vegas *Not available online	Open Enrollment	Balanced	Y – Janel	Broadcast
11-2-15	KVVU-Fox Las Vegas *Not available online	Open Enrollment	Balanced	N	Broadcast
11-2-15	KXRI-Fox Reno *Not available online	Open Enrollment	Positive	N	Broadcast
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
11-2-15	KRNV Reno News 4 Coverage from OE Event – clip not available online, media rep sent an mp4	OE Event	Balanced	Y – Helen Foley	Broadcast
11-2-15	KTNV Action News Las Vegas *Not available online	Open Enrollment	Balanced	Y – Bruce	Broadcast
11-1-15	KTVN-CBS Reno * Not available online	OE Event	Balanced	Y – Helen Foley	Broadcast
11-1-15	KVVU-Fox Las Vegas *Not available online	OE Event	Balanced	N	Broadcast
11-1-15	KTNV Action News Las Vegas 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 exchange reminding residents about open (includes paragraph about SSHIX)	Open Enrollment	Negative	N	Online

Broker Update

Co-Branded Marketing

- 684 brokers currently on List Serv (all searchable via website look-up tool by Zip Code)
- 254 brokers have opted into the co-branded enrollment events (midweek pop-up events, sign up Saturdays, and 15th of the month events).
- Brokers were notified of co-branded marketing materials available for pick-up via email on three separate occasions. Marketing materials were available on a first come, first served basis.
 - (33) brokers picked up materials at the Carson City office
 - (142) brokers picked up materials at the Henderson office

Important Events

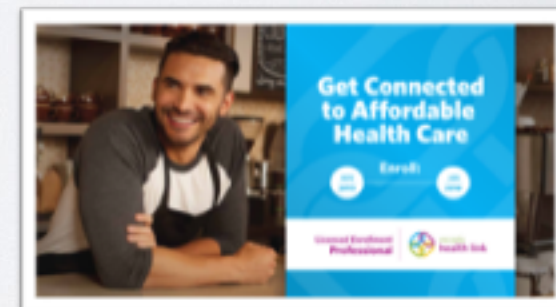
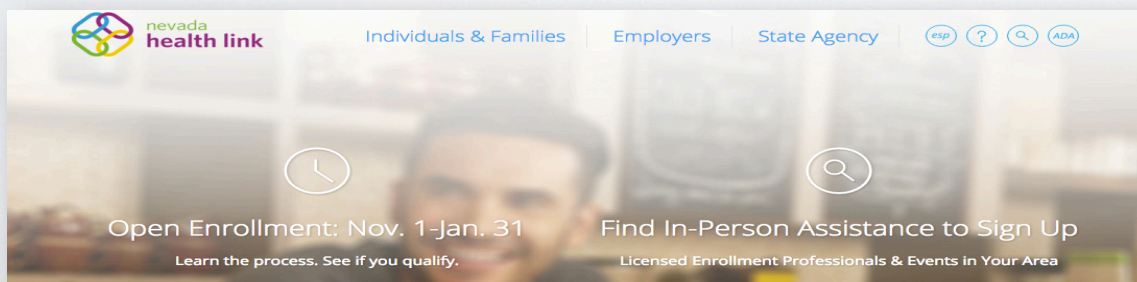
Use the Community Calendar and **Navigator** organization calendar links below to see where the Nevada Health Link will be during open enrollment for more information and to help you enroll.

Nevada Health Link

Today: December 2015 Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29 9am Motor Trer 10am Crafts for	30 4pm Extended	Dec 1 4pm Extended	2 10am Country C 4pm Extended	3 Best in the Desert-Hendersc 9am Sign Up S 10am Sparks H	4	5
6 Best in the D 11am Holiday B	7 4pm Extended	8 4pm Extended	9 4pm Extended	10 4pm 39 North F 7pm Winter Fe	11 4pm 39 North F 9am Sign Up S 10am 39 North 12pm Winter Fe	12 Hoover Dam The Rockin' R 9am Sign Up S 10am 39 North 12pm Winter Fe
13	14 4pm 15th of th 4pm Extended	15 4pm Extended	16 4pm Extended	17 4pm Extended	18 9am Sign Up S	19
20	21 4pm Extended	22 4pm Extended	23 4pm Extended	24 4pm Extended	25 9am Sign Up S	26
27	28 4pm Extended	29 4pm Extended	30 4pm Extended	31 4pm Extended	Jan 1 Sign Up Satur 9am Sign Up S	2

Events shown in time zone: Pacific Time Google Calendar



Outreach and Enrollment

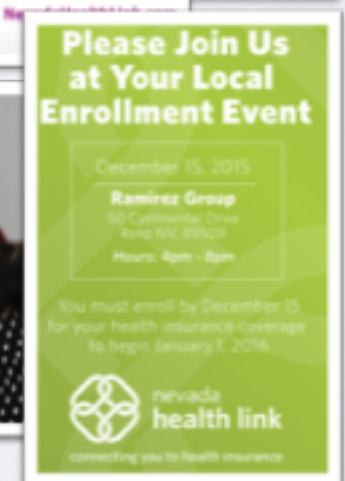
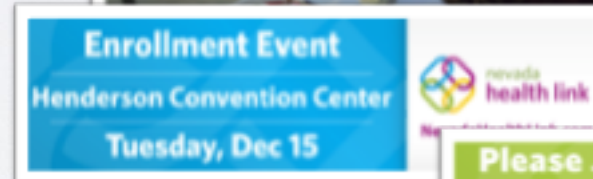
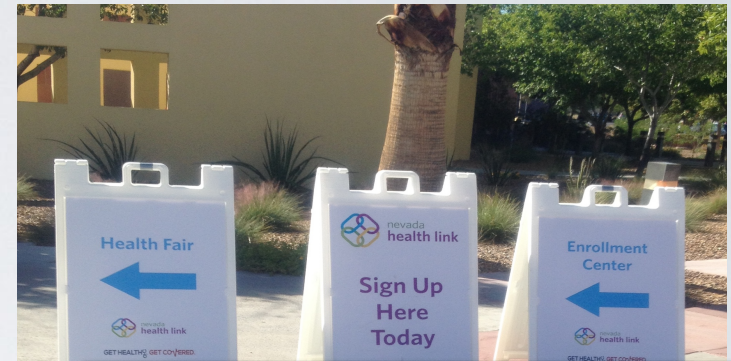
Outreach Events attended in November:

- Holiday Bazaar, 11/21/15
- Reno Bighorns, 11/22/15
- Crafts for Christmas Fair, 11/27 – 11/29/15

HHS Roundtable Event: 12/4/15

Enrollment Events:

- Tuesday, Dec. 15, 4-8pm
 - Henderson Convention Center (South)
 - Ramirez Group Offices (North)
- Friday, Jan. 15, 4-8pm
 - Henderson Convention Center (South)
 - Ramirez Group Offices (North)
- Saturday, Jan. 30, 10am – 6pm (Close-out)



Appendix – PR/Media Valuation Reporting

Silver State Health Exchange November 2015

Number of hits: 104

Outlet/Publication	Date	Headline	Impressions	AD Value
Nevada Appeal	11/30/15	Ron Bliss guest col: Seniors dodged bullet last month, but Medicare	57,791	\$534.57
Nevada Appeal	11/23/15	Ron Bliss guest col: Small businesses can hurt their employees while	57,791	\$534.57
World News Report - EIN	11/18/15	Too many Nevadans remain uninsured	103,709	\$959.31
Las Vegas Sun	11/18/15	Too many Nevadans remain uninsured	476,617	\$4,408.71
Nevada Appeal	11/16/15	Ron Bliss guest col: Many more options for dental products in Neva	57,791	\$534.57
Las Vegas Review-Journal	11/11/15	Henderson-area Community Events Calendar, Nov. 12-18, 2015	798,712	\$7,388.09
Nevada Appeal	11/9/15	Ron Bliss guest col: Decisions ahead for those turning 65, going on l	57,791	\$534.57
8 HD Lasvegasnow	11/6/15	Vegas could win Obama visit if enough people buy insurance	141,931	\$1,312.86
FOX5Vegas.com	11/6/15	Vegas could win Obama visit if enough people buy insurance	251,230	\$2,323.88
News 10 - KENV Channel 10 Elko	11/6/15	Vegas could win Obama visit if enough people buy insurance	331,724	\$3,068.45
KTNV ABC Channel 13	11/6/15	Vegas could win Obama visit if enough people buy insurance	98,989	\$915.65
My News 4	11/6/15	Vegas could win Obama visit if enough people buy insurance	50,813	\$470.02
KSL.com	11/6/15	Vegas could win Obama visit if enough people buy insurance	1,265,895	\$11,709.53
The Washington Times	11/6/15	Vegas could win Obama visit if enough people buy insurance	2,155,887	\$19,941.95
KTVN Channel 2	11/6/15	Vegas could win Obama visit if enough people buy insurance	155,664	\$1,439.89
Foxreno.com	11/6/15	Vegas could win Obama visit if enough people buy insurance	12,807	\$118.46
970 AM KNUU Radio	11/6/15	Vegas could win Obama visit if enough people buy insurance	257	\$2.38
AP (Hosted)	11/6/15	Vegas could win Obama visit if enough people buy insurance	241,022	\$2,229.45
CBS Las Vegas	11/6/15	Vegas Could Win Obama Visit If Enough People Buy Insurance	89,870	\$831.30
KOLO	11/6/15	Health Insurance Enrollees In Vegas May Result In Obama Visit	49,241	\$455.48
Las Vegas Sun	11/6/15	Las Vegas could win Obama visit if enough people buy insurance	476,617	\$4,408.71
8 HD Lasvegasnow	11/6/15	Las Vegas could win Obama visit if enough people buy insurance	141,931	\$1,312.86
Daily Reporter	11/6/15	Vegas could win visit from Obama if enough people enroll in health	76,888	\$711.21
The Republic (AP)	11/6/15	Vegas could win visit from Obama if enough people enroll in health	39,265	\$363.20
Daily Journal	11/6/15	Vegas could win visit from Obama if enough people enroll in health	89,870	\$831.30
News 10 - KENV Channel 10 Elko	11/5/15	Why isn't "affordable health care" affordable for me?	89,870	\$831.30
My News 4	11/5/15	Why isn't "affordable health care" affordable for me?	50,813	\$470.02
My News 4	11/5/15	Why isn't 'affordable health care' affordable for me?	50,813	\$470.02
KTVN Channel 2	11/4/15	Study: More Nevada Children With Health Insurance	155,664	\$1,439.89
Las Vegas Review-Journal	11/4/15	Henderson-area Community Events Calendar, Nov. 5-11, 2015	798,712	\$7,388.09

PR/Media Valuation Reporting – Page 2

8 HD Lasvegasnow	11/02/15 23: Open enrollment for Affordable Care started, runs through Jan. 31	141931	\$1,312.86
The Apache Pow Wow	11/02/15 19: New Health Insurance Enrollment Center Opens In New Jersey	46587	\$430.93
Nevada Appeal	11/02/15 18: Health exchange ready for 3rd go-round	57791	\$534.57
Pharmacy Choice	11/02/15 16: 11/2/15 - Health exchange hopes to shed troubled image in 3rd go-	2251	\$20.82
Pharmacy Choice	11/02/15 16: 11/2/15 - Health exchange hopes to move past troubles in 3rd go-r	2251	\$20.82
Rapid News Network	11/02/15 16: Open Enrollment In Obamacare Underway Now	89870	\$831.30
LifeHealthPro	11/02/15 15: 3 ways to grade the third PPACA open enrollment period	52874	\$489.08
Insurance News Net	11/02/15 13: Health exchange hopes to shed troubled image in 3rd go-round	70241	\$649.73
Yahoo! Finance	11/02/15 08: Health exchange hopes to shed troubled image in 3rd go-round	23431606	\$216,742.36
The Washington Times	11/02/15 08: Health exchange hopes to shed troubled image in 3rd go-round	2155887	\$19,941.95
Barchart.com	11/02/15 08: Health exchange hopes to shed troubled image in 3rd go-round	403125	\$3,728.91
Yahoo! News	11/02/15 08: Health exchange hopes to shed troubled image in 3rd go-round	30206313	\$279,408.40
AP (Hosted)	11/02/15 08: Health exchange hopes to shed troubled image in 3rd go-round	241022	\$2,229.45
Nevada Appeal	11/02/15 12: Ron Bliss guest col: Special help being offered to those having to sv	57791	\$534.57
Nevada Appeal	11/02/15 11: Health exchange hopes to move past troubles in 3rd go-round	57791	\$534.57
Insurance News Net	11/01/15 15: Health exchange hopes to move past troubles in 3rd go-round	70241	\$649.73
Thespectrum.com (AP)	11/01/15 11: Health exchange hopes to move past troubles in 3rd go-round	66168	\$612.05
The Fresno Bee	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	253748	\$2,347.17
Bradenton Herald	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	188421	\$1,742.89
Herald Online	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	127047	\$1,175.18
The News Tribune	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	281461	\$2,603.51
Yahoo! Finance	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	23431606	\$216,742.36
MiamiHerald.com	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	1363346	\$12,610.95
The Sacramento Bee	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	976771	\$9,035.13
StamfordAdvocate.com	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	51152	\$473.16
Sun Herald	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	258708	\$2,393.05

PR/Media Valuation Reporting – Page 3

The News & Observer	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	654797	\$6,056.87
The Modesto Bee	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	110530	\$1,022.40
Macon Telegraph	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	218785	\$2,023.76
Merced Sun-Star	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	70604	\$653.09
The Wichita Eagle and Kansas.com	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	383416	\$3,546.60
The Bellingham Herald	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	26218	\$242.52
TheState.com	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	370279	\$3,425.08
Ledger-Enquirer	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	121637	\$1,125.14
Morningstar	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	1842261	\$17,040.91
The Olympian	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	52881	\$489.15
Tri-City Herald	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	36155	\$334.43
Kentucky.com	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	555669	\$5,139.94
The Charlotte Observer	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	992240	\$9,178.22
MyrtleBeachOnline.com	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	120808	\$1,117.47
Centre Daily Times	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	61485	\$568.74
Equities.com	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	61316	\$567.17
The Kansas City Star	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	972547	\$8,996.06
Belleville News Democrat	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	90325	\$835.51
Beaumont Enterprise(AP)	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	79273	\$733.28
Barchart.com	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	403125	\$3,728.91
The Washington Times	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	2155887	\$19,941.95
Seattlepi.com	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	1416687	\$13,104.35
SFGate	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	10233243	\$94,657.50
Reading Eagle	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	103510	\$957.47
The Huffington Post	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	86967799	\$804,452.14
Morningstar News	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	1842261	\$17,040.91
Investors.com	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	2109771	\$19,515.38
Yahoo! News	11/01/15 10: Health exchange hopes to move past troubles in 3rd go-round	30206313	\$279,408.40

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AP (Hosted)	11/01/15 09: Health exchange hopes to move past troubles in 3rd go-round	241022	\$2,229.45
Las Vegas Sun	11/01/15 09: Health exchange hopes to move past troubles in 3rd go-round	476617	\$4,408.71
TheStreet	11/02/15 10: Health Exchange Hopes To Move Past Troubles In 3rd Go-round - T	4076524	\$37,707.85
Rapid News Network	11/02/15 09: Connecticut Health Exchange Preparing For Open Enrollment	89870	\$831.30
INO.com News	11/02/15 08: Health exchange hopes to shed troubled image, target tough-to-en	117028	\$1,082.51
NewsOK	11/02/15 08: Health exchange hopes to shed troubled image in 3rd go-round N	724048	\$6,697.44
Elko Daily Free Press	11/02/15 05: Health exchange hopes to do better this time	38878	\$359.62
Las Vegas Sun	11/02/15 02: Health exchange hopes to move past troubles in third go-round	476617	\$4,408.71
KTNV ABC Channel 13	11/01/15 18: Health insurance fair kicks off open enrollment	98989	\$915.65
Pharmacy Choice	11/01/15 18: 11/1/15 - Health exchange hopes to move past troubles in 3rd go-r	2251	\$20.82
AP (Hosted)	11/01/15 18: AP-NV--Nevada News Digest - 6pm, NV	241022	\$2,229.45
Thespectrum.com (AP)	11/01/15 13: Open enrollment for health insurance approaching	66168	\$612.05
AP (Hosted)	11/01/15 13: AP-NV--Nevada News Digest - 1pm, NV	241022	\$2,229.45
8 HD Lasvegasnow	11/01/15 12: Nevada Health Link hosts fair for uninsured Nevadans	141931	\$1,312.86
News 3 KSNV	11/01/15 12: Health care 2016 open enrollment kicks off	89870	\$831.30
INO.com News	11/01/15 10: Health exchange hopes to move past troubles, target tough-to-enr	117028	\$1,082.51
Daily Journal	11/01/15 09: Health exchange hopes to move past troubles, target tough-to-enr	89870	\$831.30
The Republic (AP)	11/01/15 09: Health exchange hopes to move past troubles, target tough-to-enr	39265	\$363.20
Daily Reporter	11/01/15 09: Health exchange hopes to move past troubles, target tough-to-enr	76888	\$711.21
NewsOK	11/01/15 09: Health exchange hopes to move past troubles in 3rd go-round Ne	724048	\$6,697.44
Las Vegas Review-Journal	11/01/15 00: EDITORIAL: Health insurance mandate gets costlier	798712	\$7,388.09
		Total AD Value	\$2,254,590.05
		Total PR Value	\$6,763,770.15

PR/Media Valuation Reporting – Page 5

1. **KSNV-NBC** Market: Las Vegas, NV
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
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 LONGLEAVENS 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

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

Nov 20 2015 06:00AM PT

[6:31:47 AM] [0:11] WE ASKED A WORKER WITH **NEVADA HEALTH LINK** WHAT THIS NEWS MEANS FOR THEM: **JANEL DAVIS / NEVADA HEALTH LINK**: "UNITED WILL MAKE A MARKET BY MARKET DETERMINATION WITHIN THE FIRST HALF OF THE YEAR NEXT YEAR ABOUT WHETHER OR NOT THEY WANT TO SELL EXCHANGE PRODUCTS.

[View](#)

[6:32:10 AM] [1:18] BRIAN LOFTUS WE ALSO ASKED WHAT KIND OF EFFECT THIS COULD HAVE ON COST FOR THOSE WHO PURCHASE HEALTH CARE FROM THE MARKETPLACE, **JANEL DAVIS** TOLD US IT'S TOO EARLY TO SAY, AND THAT IT WILL BE DETERMINED ON A CARRIER BY CARRIER BASIS. SHE ALSO WANTED TO POINT OUT THAT PREMIUMS AND PENALTIES FOR NOT BUYING INSURANCE ARE BOTH INCREASING. KIRSTEN JOYCE > THIS COMES IN THE MIDDLE OF OPEN ENROLLMENT PERIOD, WITH TWO VERY IMPORTANT DEADLINES APPROACHING: **JANEL DAVIS**: "IT'S ONLY THE THIRD WEEK OF OPEN ENROLLMENT AND A LOT OF PEOPLE LIKE TO PROCRASTINATE TO THAT JANUARY 31ST DEADLINE, BUT WE REALLY WANT TO ENCOURAGE FOLKS TO SHOP THE MARKETPLACE NOW. ESPECIALLY NOW AND FIND A PLAN THAT'S TAILORED TO SUIT THEIR NEEDS BY DECEMBER 15TH, BECAUSE THAT WAY THEY WILL BE COVERED BY JANUARY 1ST, STARTING THAT CALENDAR YEAR. KIRSTEN JOYCE **NEVADA HEALTH LINK** IS HOSTING SEVERAL "SIGN-UP SATURDAY" ENROLLMENT EVENTS, STARTING TOMORROW THEY RUN THROUGH JANUARY 30-TH. THE EVENTS ALLOW FOLKS WHO

PR/Media Valuation Reporting – Page 6

WORK DURING THE WEEK TO GET FACE-TO-FACE HELP FROM ENROLLMENT AGENTS WHO CAN HELP YOU WITH ANY QUESTIONS YOU MAY HAVE. FOR MORE INFORMATION GO TO LAS VEGAS NOW DOT COM AND CLICK ON "LINKS WE MENTIONED."

[View](#)

Nielsen Audience: 23,268
Calc Ad Value: \$1,632

Runtime: 1:29
Calc Publicity Value: \$4,895

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

Nov 20 2015 05:00AM PT

[5:37:27 AM] [0:29] UNITEDHEALTH IS ONE OF THE LARGEST HEALTH INSURANCE PROVIDERS IN THE COUNTRY. THE INSURER'S WITHDRAWAL WOULD FORCE SOME 5- HUNDRED-40-THOUSAND AMERICANS TO FIND COVERAGE FROM ANOTHER PROVIDER. BRIAN LOFTUS> THE DEADLINE TO SIGN UP FOR HEALTH INSURANCE IS ON JANUARY 31ST, **NEVADA HEALTH LINK** IS HOSTING SEVERAL "SIGN-UP SATURDAY" ENROLLMENT EVENTS, STARTING THIS SATURDAY THROUGH JANUARY 30-TH. THE EVENTS ALLOW FOLKS WHO WORK DURING THE WEEK TO GET FACE-TO-FACE HELP FROM ENROLLMENT AGENTS WHO CAN HELP YOU WITH ANY QUESTIONS YOU MAY HAVE. FOR MORE INFORMATION GO TO LAS VEGAS NOW DOT COM AND CLICK ON "LINKS WE MENTIONED."

[View](#)

Nielsen Audience: 16,665
Calc Ad Value: \$532

Runtime: 0:29
Calc Publicity Value: \$1,595

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

Nov 20 2015 04:00AM PT

[4:34:23 AM] [1:00] THE INSURER IS ONE OF THE LARGEST IN THE NATION. 46 PERCENT OF NEVADANS WHO SIGNED UP FOR COVERAGE ON THE EXCHANGE HAVE SOME SORT OF PLAN WITH UNITED HEALTH. WE ASKED A WORKER WITH **NEVADA HEALTH LINK** WHAT THIS NEWS MEANS FOR THEM: **JANEL DAVIS / NEVADA HEALTH LINK**: "UNITED WILL MAKE A MARKET BY MARKET DETERMINATION WITHIN THE FIRST HALF OF THE YEAR NEXT YEAR ABOUT WHETHER OR NOT THEY WANT TO SELL EXCHANGE PRODUCTS. SO AS OF RIGHT NOW, ESPECIALLY FOR 2016, IT HAS NO IMPACT ON NEVADANS AT PRESENT, NOR ANYONE WHO IS CURRENTLY ENROLLED IN COVERAGE. KIRSTEN JOYCE WE ALSO ASKED WHAT KIND OF EFFECT THIS COULD HAVE ON COST, FOR THOSE WHO PURCHASE HEALTH CARE FROM THE MARKETPLACE, **JANEL DAVIS** TOLD US IT'S TOO EARLY TO SAY, AND THAT IT WILL BE DETERMINED ON A CARRIER BY CARRIER BASIS. SHE ALSO WANTED TO POINT OUT THAT PREMIUMS AND PENALTIES FOR NOT BUYING INSURANCE ARE BOTH INCREASING. UNITEDHEALTH ALSO SELLS PRIVATE INSURANCE AND LARGE GROUP INSURANCE, AND IN FACT IS THE PROVIDER OF 8 NEWS NOW AND OUR OWNERS."

[View](#)

Nielsen Audience: 9,244
Calc Ad Value: \$400

Runtime: 1:00
Calc Publicity Value: \$1,200

6. **KLAS-CBS** Market: Las Vegas, NV
8 NEWS NOW

Nov 19 2015 11:00PM PT

[11:08:40 PM] [1:51] WE ASKED A WORKER WITH **NEVADA HEALTH LINK** WHAT THIS NEWS MEANS FOR THEM: **JANEL DAVIS / NEVADA HEALTH LINK**: "UNITED WILL MAKE A MARKET BY MARKET DETERMINATION WITHIN THE FIRST HALF OF

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THE YEAR NEXT YEAR ABOUT WHETHER OR NOT THEY WANT TO SELL EXCHANGE PRODUCTS. SO AS OF RIGHT NOW, ESPECIALLY FOR 2016, IT HAS NO IMPACT ON NEVADANS AT PRESENT, NOR ANYONE WHO IS CURRENTLY ENROLLED IN COVERAGE. PAULA FRANCIS WE ALSO ASKED WHAT KIND OF EFFECT THIS COULD HAVE ON COST FOR THOSE WHO PURCHASE HEALTH CARE FROM THE MARKETPLACE, **JANEL DAVIS** TOLD US IT'S TOO EARLY TO SAY, AND THAT IT WILL BE DETERMINED ON A CARRIER BY CARRIER BASIS. SHE ALSO WANTED TO POINT OUT THAT PREMIUMS AND PENALTIES FOR NOT BUYING INSURANCE ARE BOTH INCREASING. UNITEDHEALTH ALSO SELLS PRIVATE INSURANCE AND LARGE GROUP INSURANCE, AND IN FACT IS THE PROVIDER OF 8 NEWS NOW AND OUR OWNERS. PAULA FRANCIS > WHICH BRINGS US TO AN IMPORTANT MESSAGE CONCERNING YOUR HEALTH CARE, WE ARE IN THE OPEN ENROLLMENT PERIOD, WITH TWO VERY IMPORTANT DEADLINES APPROACHING: **JANEL DAVIS**: "IT'S ONLY THE THIRD WEEK OF OPEN ENROLLMENT AND A LOT OF PEOPLE LIKE TO PROCRASTINATE TO THAT JANUARY 31ST DEADLINE, BUT WE REALLY WANT TO ENCOURAGE FOLKS TO SHOP THE MARKETPLACE NOW, ESPECIALLY NOW AND FIND A PLAN THAT'S TAILORED TO SUIT THEIR NEEDS BY DECEMBER 15TH, BECAUSE THAT WAY THEY WILL BE COVERED BY JANUARY 1ST, STARTING THAT CALENDAR YEAR. PAULA FRANCIS **NEVADA HEALTH LINK** IS HOSTING SEVERAL "SIGN-UP SATURDAY" ENROLLMENT EVENTS, STARTING THIS SATURDAY THROUGH JANUARY 30-TH. THE EVENTS ALLOW FOLKS WHO WORK DURING THE WEEK TO GET FACE-TO-FACE HELP FROM ENROLLMENT AGENTS WHO CAN HELP YOU WITH ANY QUESTIONS YOU MAY HAVE.

[View](#)

Nielsen Audience: 36,413
Calc Ad Value: \$5,920

Runtime: 1:51
Calc Publicity Value: \$17,760

7. **KXNT-AM** Market: Las Vegas, NV
[Heidi Harris](#)

[Nov 12 2015 07:30AM PT](#)

[7:37:51 AM] [0:29] I AND NOT THAT THERE IS A FLAT AND YOU ARE HERE. YOU LIKE TO KNOW THE DRUG IS IN NEVADA IS WE'LL TALK ABOUT THAT KIND OF WHEN LEADING IN ON THAT ONE OUT FOR OUR AIR A COUPLE YEARS AGO WHEN XEROX TRY TO DO THE **SILVER STATE HEALTH INSURANCE EXCHANGE** OR THAT IT THAT IT WAS CREATED BY THE LEGISLATURE USER. GOT A CONTRACT VAGUELY FAMILIAR AND THEY TOTALLY SCREWED IT UP. EVERY WHICH WAY THE SUNDAY ARE NOT THE LAST I SAW THE GOVERNOR IN PERSON HE IS ALONGSIDE TENDON.

[Listen](#)

Arbitron Audience: 5,900
Calc Ad Value: \$87

Runtime: 0:29
Calc Publicity Value: \$261

8. **KXNT-AM** Market: Las Vegas, NV
[Heidi Harris](#)

[Nov 9 2015 07:30AM PT](#)

[7:32:45 AM] [0:21] IN ITS HEALTHY COMMUNITIES CHALLENGE THE CITY QUALIFIED BECAUSE THAT HAS SIGNIFICANT OR FOR FOUR MEN IN ITS INSURANCE RATE. ABOUT SIXTY ONE THOUSAND PEOPLE WERE COVERED AS OF THIS SUMMER THROUGH THE **SILVER STATE HEALTH INSURANCE EXCHANGE** WHICH WAS CREATED AS. PART OF OBAMA'S HEALTH CARE OVERHAUL IS MEANT FOR PEOPLE WHO DON'T HAVE INSURANCE. AND YOUR EMPLOYER OR ANOTHER GOVERNMENT PROGRAM.

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Arbitron Audience: 4,400
Calc Ad Value: \$47

Runtime: 0:21
Calc Publicity Value: \$141

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9. **KXNT-AM** Market: Las Vegas, NV
Heidi Harris

Nov 9 2015 06:00AM PT

[6:06:46 AM] [0:21] IN ITS HEALTHY COMMUNITIES CHALLENGE. THE CITY QUALIFIED BECAUSE THAT HAS SIGNIFICANT ROLE FOR FOR MITT AND ITS INSURANCE RATE. ABOUT SIXTY ONE THOUSAND PEOPLE OR COVERED AS OF THIS SUMMER THROUGH THE **SILVER STATE HEALTH INSURANCE EXCHANGE**. WHICH WAS CREATED AS PART OF OBAMA'S HEALTH CARE OVERHAUL IS MEANT FOR PEOPLE WHO DON'T HAVE INSURANCE. THROUGH THEIR EMPLOYER OR ANOTHER GOVERNMENT PROGRAM.

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Arbitron Audience: 6,600
Calc Ad Value: \$71

Runtime: 0:21
Calc Publicity Value: \$212

10. **KTNV-ABC** Market: Las Vegas, NV
WEEKEND AM NEWS

Nov 8 2015 05:00AM PT

[5:25:16 AM] [0:29] LAS VEGAS COULD WIN A VISIT FROM THE PRESIDENT IF ENOUGH PEOPLE SIGN UP FOR INSURANCE THROUGH THE HEALTH EXCHANGE. OUR CITY IS ONE OF 20 CONTESTANTS IN THE HEALTHY COMMUNITIES CHALLENGE. WE QUALIFIED BECAUSE ABOUT 60 THOUSAND PEOPLE WERE COVERED AS OF THIS SUMMER, THROUGH THE **SILVER STATE HEALTH INSURANCE EXCHANGE**, WHICH IS PART OF OBAMACARE. GOOD MORNING LAS VEGAS, STILL AHEAD THIS MORNING, IT'S BEN CARSON VERSUS THE MEDIA. THE PRESIDENTIAL CANDIDATE AND FRONTRUNNER HAS BEEN FIGHTING WITH REPORTERS ALL WEEKEND, BUT IS IT ACTUALLY HELPING HIM?

[View](#)

Nielsen Audience: 8,646
Calc Ad Value: \$97

Runtime: 0:29
Calc Publicity Value: \$290

11. **KTNV-ABC** Market: Las Vegas, NV
WEEKEND AM NEWS

Nov 8 2015 05:00AM PT

[6:40:33 AM] [0:23] OUR CITY IS ONE OF 20 CONTESTANTS IN THE HEALTHY COMMUNITIES CHALLENGE. WE QUALIFIED BECAUSE ABOUT 60 THOUSAND PEOPLE WERE COVERED AS OF THIS SUMMER, THROUGH THE **SILVER STATE HEALTH INSURANCE EXCHANGE**, WHICH IS PART OF BUT DID YOU KNOW THAT COULD LEAD TO BIG HEALTH PROBLEMS! A NEW STUDY FROM DUKE UNIVERSITY SHOWS A LINK BETWEEN SEVERELY SELECTIVE EATERS AND MENTAL HEALTH. NANCY L.

[View](#)

Nielsen Audience: 8,646
Calc Ad Value: \$77

Runtime: 0:23
Calc Publicity Value: \$230

12. **KTVN-CBS** Market: Reno, NV
Face The State

Nov 8 2015 04:30PM MT

[4:45:25 PM] [0:28] BUT THE PENALTY IS INCREASING THIS YEAR. SO NOW THAT THE OPEN ENROLLMENT PERIOD IS UPON US, WHAT DO YOU NEED TO KNOW TO NAVIGATE THE PROCESS? **JANEL DAVIS** FROM THE **SILVER STATE HEALTH INSURANCE EXCHANGE** IS HERE NOW TO TALK WITH US ABOUT THAT JANEL THANK YOU SO MUCH FOR COMING ON THE SHOW. **JANEL DAVIS:** THANK YOU SO MUCH FOR HAVING ME, I'M HAPPY TO BE HERE. BENNETT: OKAY SO NOW A FEW

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YEARS INTO THE MARKETPLACE BEING OPEN, HOW ARE NEVADANS DOING IN TERMS OF THE NUMBER OF PEOPLE WHO ARE SIGNED UP VERSUS THE ONES WHO STILL NEED TO? DAVIS: SO WE'RE DOING A LOT BETTER NOW.

[View](#)

Nielsen Audience: 1,833
Calc Ad Value: \$210

Runtime: 0:28
Calc Publicity Value: \$630

13. **KTVN-CBS** Market: Reno, NV
[Sunday Morning](#)

[Nov 8 2015 06:30AM MT](#)

[6:45:23 AM] [0:22] **JANEL DAVIS** FROM THE **SILVER STATE HEALTH INSURANCE EXCHANGE** IS HERE NOW TO TALK WITH US ABOUT THAT JANEL THANK YOU SO MUCH FOR COMING ON THE SHOW. **JANEL DAVIS**: THANK YOU SO MUCH FOR HAVING ME, I'M HAPPY TO BE HERE. BENNETT: OKAY SO NOW A FEW YEARS INTO THE MARKETPLACE BEING OPEN, HOW ARE NEVADANS DOING IN TERMS OF THE NUMBER OF PEOPLE WHO ARE SIGNED UP VERSUS THE ONES WHO STILL NEED TO? DAVIS: SO WE'RE DOING A LOT BETTER NOW.

[View](#)

Nielsen Audience: 7,606
Calc Ad Value: \$4

Runtime: 0:22
Calc Publicity Value: \$11

14. **KTVN-CBS** Market: Reno, NV
[Face The State](#)

[Nov 7 2015 04:30AM MT](#)

[4:45:09 AM] [0:29] BUT THE PENALTY IS INCREASING THIS YEAR. SO NOW THAT THE OPEN ENROLLMENT PERIOD IS UPON US, WHAT DO YOU NEED TO KNOW TO NAVIGATE THE PROCESS? **JANEL DAVIS** FROM THE **SILVER STATE HEALTH INSURANCE EXCHANGE** IS HERE NOW TO TALK WITH US ABOUT THAT JANEL THANK YOU SO MUCH FOR COMING ON THE SHOW. **JANEL DAVIS**: THANK YOU SO MUCH FOR HAVING ME, I'M HAPPY TO BE HERE. BENNETT: OKAY SO NOW A FEW YEARS INTO THE MARKETPLACE BEING OPEN, HOW ARE NEVADANS DOING IN TERMS OF THE NUMBER OF PEOPLE WHO ARE SIGNED UP VERSUS THE ONES WHO STILL NEED TO? DAVIS: SO WE'RE DOING A LOT BETTER NOW.

[View](#)

Nielsen Audience: 3,539
Calc Ad Value: \$5

Runtime: 0:29
Calc Publicity Value: \$14

15. **KVVU-FOX** Market: Las Vegas, NV
[NEWS AT 5](#)

[Nov 6 2015 05:00PM PT](#)

[5:14:55 PM] [0:29] THE WHITE HOUSE HAS ANNOUNCED THAT LAS VEGAS IS ONE OF 20 CONTESTANTS IN ITS HEALTHY COMMUNITIES CHALLENGE. THE CITY QUALIFIED BECAUSE IT HAS SIGNIFICANT ROOM FOR IMPROVEMENT IN ITS INSURANCE RATE. ABOUT 61-THOUSAND PEOPLE WERE COVERED AS OF THIS SUMMER THROUGH THE **SILVER STATE HEALTH INSURANCE EXCHANGE** WHICH WAS CREATED AS PART OF THE PRESIDENT'S HEALTH CARE OVERHAUL. IT'S MEANT FOR PEOPLE WHO DON'T HAVE INSURANCE THROUGH THEIR EMPLOYER OR ANOTHER GOVERNMENT PROGRAM. MOST OF THE CUSTOMERS WHO ENROLL IN PLANS THROUGH THE EXCHANGE RECEIVE SUBSIDIES THAT LOWER THE COST OF INSURANCE.

[View](#)

Nielsen Audience: 23,548

Runtime: 0:29

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Calc Ad Value: \$362

Calc Publicity Value: \$1,088

16. **KRNV-NBC** Market: Reno, NV
News 4 at 6

Nov 5 2015 06:00PM PT

[6:01:02 PM] [0:44] REPORTER: OBVIOUSLY HEALTH CARE IS VERY IMPORTANT TO HIM. SO WE GOT ON THE PHONE AND CALLED THE HEAD OF NEVADA'S **SILVER STATE EXCHANGE** TO GET SOME ANSWERS. CAN I HELP YOU. REPORTER: HEY, TERRI HENDRY HERE. EXECUTIVE DIRECTOR CONFIRMED HE WAS NOT DEALING DIRECTLY WITH NEVADA HE IS **SILVER STATE EXCHANGE**. INSTEAD, HE WAS DEALING WITH A NATIONAL WEBSITE OBAMA. ORG WHERE BROKERS WERE CALLING HIM WITH PLANS THAT DIDN'T MAKE ANY FINANCIAL SENSE IS THAT THE SAME THING AS **NEVADA HEALTH LINK**. NO, IT IS NOT. I HAVE NO IDEA WHAT OBAMACARE OBAMACARE.

[View](#)

[6:02:41 PM] [0:19] THE WEEKS AHEAD WE'LL CHECK BACK IN TO SEE IF HE'S ABLE TO FIND A PLAN THAT'S AFFORDABLE TO HIM AND WORKS. IN THE MEANTIME, THERE IS A LIST OF THE LOCAL AGENTS, BROKERS, AND NAVIGATORS ON THE **NEVADA HEALTH LINK** WEBSITE. VISIT OUR WEBSITE, WWW. MYNEWS4.COM, FOR MORE INFORMATION.

[View](#)

Nielsen Audience: 17,297
Calc Ad Value: \$420

Runtime: 1:03
Calc Publicity Value: \$1,260

17. **KRNV-NBC** Market: Reno, NV
News 4 at 5

Nov 5 2015 05:00PM PT

[5:01:36 PM] [0:36] HE'S BEEN WATCHING OUR COVERAGE OF THE AFFORDABLE CARE ACT AND CALLED ME ASKING HOW COME IT'S NOT AFFORDABLE FOR HIM? SO WE GOT ON THE PHONE AND CALLED THE HEAD OF NEVADA'S **SILVER STATE EXCHANGE** DIRECTLY. THE FIRST THING THAT EXECUTIVE BUTS CONFIRMED IS HE WAS NOT DEALING DIRECTLY TO **SILVER STATE EXCHANGE**. HE WAS DEALING A NATIONAL WEBSITE WHERE BROKERS WERE CALLING HIM AND A NIGHT WITH PLANS THAT DIDN'T MAKE ANY SENSE. WHAT'S WORSE, HE TOLD HIM HIS HEALTH CARE PLAN WOULD COST MORE BECAUSE OF FOR EXAMPLISTING MEDICAL CONDITIONS.

[View](#)

Nielsen Audience: 23,200
Calc Ad Value: \$240

Runtime: 0:36
Calc Publicity Value: \$720

18. **KBLR-TELEMUNDO** Market: Las Vegas, NV
Noticiero at 11PM

Nov 4 2015 11:00PM PT

[11:00:00 PM] [0:00] MORE SOCCER HIGHLIGHTS. NBA HIGHLIGHTS ***** QUE NOCHE SHOW STARTS THIS WEEKEND. **NEVADA HEALTH LINK** SIGN UPS THIS WEEKEND ON 11-7 DAY OF THE DEAD THIS WEEKEND AT THE SPRINGS PRESERVE.

[View](#)

Nielsen Audience: 12,426
Calc Publicity Value: N/A

Ad Value: \$289

KINC-UNIVISION Market: Las Vegas, NV

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19. Noticias Las Vegas

Nov 4 2015 11:00PM PT

[11:00:00 PM] [0:12] THE CITY OF NORTH LAS VEGAS FIRE DEPARTMENT MIGHT MERGE WITH LAS VEGAS CITY DEPARTMENTS. LIVE REPORT FROM RENO JOHN BRADSHAW INTERVIEW ON TWO TRUCKS COLLIDING IN A DRIVEWAY TYLER STOLTZ INTERVIEW, 82 YEAR OLD MAN GOES MISSING IN CARSON CITY. HOMELESS IN RENO AND LAS VEGAS REPORT ***** OBAMACARE SIGNUPS USING **NEVADA HEALTH LINK** REPORT REMEMBERING IMMIGRANTS WHO DID NOT MAKE THE TRIP ACROSS THE DESERT. IMMIGRATION REPORT ON BENEFITS FOR ILLEGALS. MEXICO TOURISM REPORT MANY OLD SITES TO VISIT.

[View](#)

Nielsen Audience: 21,120
Calc Ad Value: \$160

Runtime: 0:12
Calc Publicity Value: \$480

20. KINC-UNIVISION Market: Las Vegas, NV Noticias Las Vegas

Nov 4 2015 06:00PM PT

[6:00:00 PM] [0:15] MAIL THEFT INCREASES AROUND THE HOLIDAYS REPORT. CORAL ACADEMY OF SCIENCE FORMER STUDENT COMES BACK ON CAMPUS AND WOULD NOT LEAVE. OBAMACARE LOCAL OPINONS REPORT FROM **NEVADA HEALTH LINK** SIGN UPS. ANDREA EGHTRAFFI FROM VOLUNTEERS IN MEDICINE OF SOUTHERN NEVADA INTERVIEW, MEDICAL FUNDS FOR WOMEN REPORT ADAM LAXALT INTERVIEW, DR. LAIN BUXTON INTERVIEW, TWO TRUCKS COLLIDE IN A DRIVEWAY IN RENO. SEX OFFENDERS ARREST ON HALLOWEEN.

[View](#)

Nielsen Audience: 25,593
Calc Ad Value: \$375

Runtime: 0:15
Calc Publicity Value: \$1,125

Report Generated:	08 Dec 2015 12:38:56 UTC
Total Story Count:	20
Total Audience Estimate:	288,416
Total Nielsen Audience:	271,516
Total Arbitron Audience:	16,900
Total Runtime:	11:43
Total Calc Ad Value:	\$11,814
Total Calc Publicity Value:	\$35,437

