



AN INTEGRITY COMPANY

AEP Marketing Programs

A Summary and Guide to Support You During AEP

2023-2024 PROGRAMS

In-Person Event Advertising

Neighborhood Advertising

Lead Purchasing

We've got our new branding ready for AEP!

See Event Compliance Guideline on Page 3

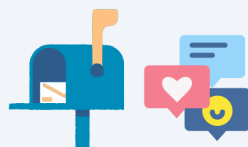


In-person Event Advertising

Here's the details about what we'll offer:



Pre-designed, personalized, and CMS-compliant marketing pieces



Direct mail and digital advertising coordinated for every paid event



RSVP collection and distribution to AGA Agent Portal and LeadJig



50% Co-op on food costs for approved agents.
**Additional upline approval may be required.*

Marketing Piece Type	Quantity	Includes	Cost (full price before co-op)*
Postcard Mailer	1,250 pieces per event	Digital Advertising	\$650 for 1,250 pieces
2-sided Letter	1,250 pieces per event	Digital Advertising	\$900 for 1,250 pieces

**If you are using marketing dollars to pay, they will be applied to the full cost first. Co-op will be applied to any remaining balance, if eligible.*

August 15, 2023

- Deadline to report all AEP events that you wish AGA to market

September 1, 2023

- Deadline to finalize your event marketing piece selection

NOTES

- You are responsible for booking your own events. **We recommend dates starting after 10/10.**
- Food costs must be paid for up front by you. Reimbursement may be requested by following the proper co-op procedures.

[Have questions about events?](#)















[FAQ Section](#)

Fill out the opt-in form to participate!



[Event Advertising Opt-in Form](#)

Event Offering Compliance Guidelines

Offering	Educational Events	Sales Events
Snacks - Slice of Pie, Dessert, Muffin, etc.		
Breakfast (\$15 or under)		 Not allowed
Lunch (\$15 or under)		 Not allowed
Dinner (\$15 or under)		 Not allowed
Appetizer (\$15 or under)		 Not allowed
Whole Pie (\$15 or under)		 Not allowed
Movie Ticket/Voucher (\$15 value or less)		

In-Person Event Advertising Samples

LETTER

Front Side Template

Free Medicare Seminar!
 You're invited to attend a **FREE breakfast** and educational Medicare seminar!



<VENUE NAME>
 <Venue Address>

Medicare's Annual Enrollment Period runs October 15 through December 7. You can switch health plans during that time!
I will never steer or lead you to any one plan.
 I am a local, independent insurance agent who specializes in Medicare. I understand everyone has different health and budgetary needs and one plan does not fit all. I give you the power to compare and the freedom to choose the plan that's right for YOU.

There will be NO enrollments or sales at this seminar, so leave your checkbook at home.

Here's what we will discuss before deciding on which plan is right for you:

- **Enrollment Periods** - Timelines, penalties, and other types of coverage
- **Medicare Supplement Insurance Plans (Medigap)** - What they cover
- **Medicare Prescription Drug Plans (Part D)** - Understanding rules and terminology
- **Medicare Advantage Plans (Part C)** - An alternative plan for coordinated care
- **Group Employer Health Coverage** - Not ready to retire, what are my options?


Let's see what we can do during your personal appointment.

More information on the back! 

Back Side Template

Choosing a Medicare plan that best fits your needs is one of the most important decisions you will make.
 You should be educated about all of the rules before you make these decisions. I can imagine your mail is stacked with lots of advertisements about Medicare plans.
As an independent insurance agent, I work for you!

A little about me: <Agent Name> | Lic #<License> | <Phone Number>



I am a local, licensed and trained Independent Agent. I love helping my clients get the most out of their health plan. I believe everyone needs a thorough plan review and assessment of their health needs each year. I am passionate about helping you understand your plan and working together to find the right one for you. Remember, as an Independent Agent, I work for you! I can't wait to help you. See you soon!

Unable to attend? - I also offer virtual and phone appointments!

The seminars will be on:

<Date> <From Time>	<Date> <From Time>	<Date> <From Time>
<Date> <From Time>	<Date> <From Time>	<Date> <From Time>

All meetings will start on time!
 <Venue Name> • <Address>, <City>, <State> <Zipcode>

To register, call <phone>, TTY 711 <hours>


You will not be asked for any personal information, you will only be asked:

- Your name (optional) and how many people will be attending (required)


This event is for educational purposes only, no plan benefit information will be shared. Free breakfast with no obligation to enroll. For accommodations of persons with special needs at meetings, call <phone>, TTY 711, <hours>. By calling the number above, you will be directed to a licensed insurance agent.

Educational AND Sales Events


Free Medicare
 You're invited to **enjoy a muffin and coffee** and




Free Medicare
 You're invited to **enjoy a slice of dessert** and a



Free Medicare
 You're invited to attend an educational Medicare




Free Medicare
 You're invited to **enjoy an snack** and attend




Educational Events only


Free Medicare
 You're invited to attend a **FREE breakfast** and




Free Medicare
 You're invited to attend a **FREE lunch** and



Free Medicare
 You're invited to attend an educational Medicare



Free Medicare
 You're invited to attend a **FREE dinner** and educational



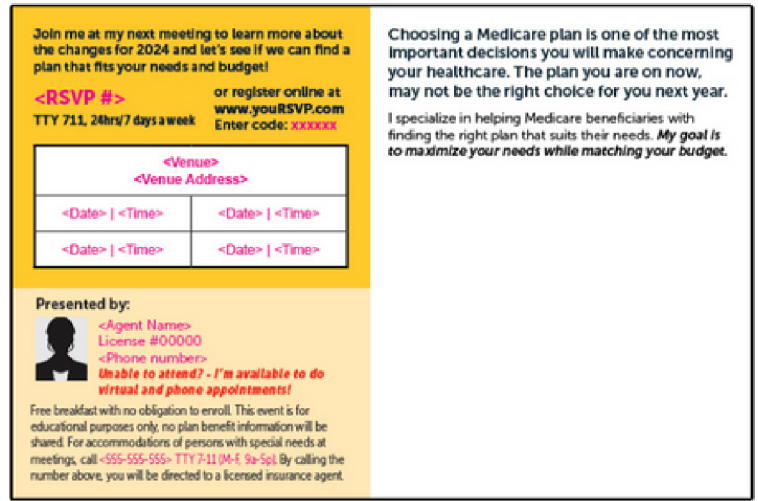
In-Person Event Advertising Samples

POSTCARD 1

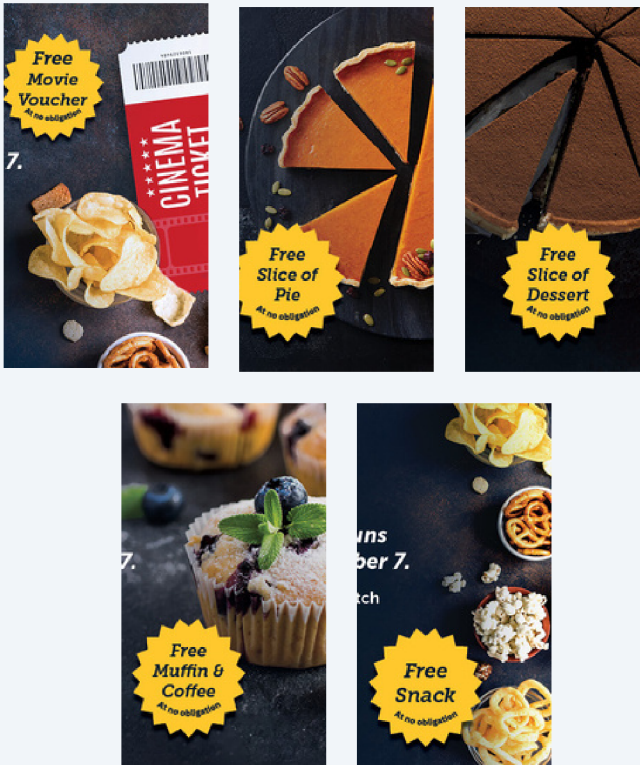
Front Side Template



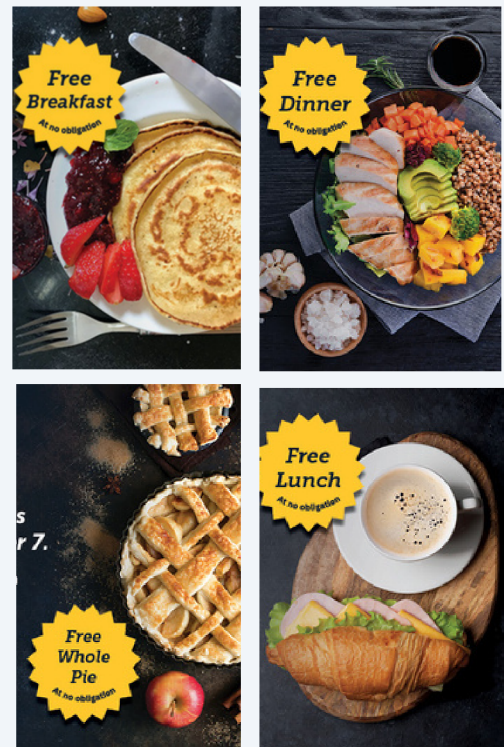
Back Side Template



Educational AND Sales Events



Educational Events only



In-Person Event Advertising Samples

POSTCARD 2

Front Side Template



Back Side Template



Educational AND Sales Events



Educational Events only





Neighborhood Advertising

Here's the details about what we'll offer:



Pre-designed, personalized, and CMS-compliant marketing pieces



Print and mail service coordinated by AGA

Own your "zip code" with a community mailer. We'll help get your message out with direct mail.

Marketing Piece Type	Quantity	Includes	Cost
Postcard Mailer	1,000 pieces	Print & Mail Service	\$520 per 1,000
1-sided Letter	1,000 pieces	Print & Mail Service	\$710 per 1,000

September 1, 2023

- Deadline to finalize your community marketing piece selection

AEP advertising cannot compliantly arrive in mailboxes until 10/1 or later. The first mail drop is slated to arrive in homes during the first week of October.

You can choose:

1 Drop	
Drop 1 Early October	\$500-670 per 1000
2 Drops	
Drop 1 Early October	\$520-710 per 1000
Drop 2 Late October/Early November	\$520-710 per 1000

Fill out the opt-in form to participate!



Neighborhood Advertising Opt-in Form

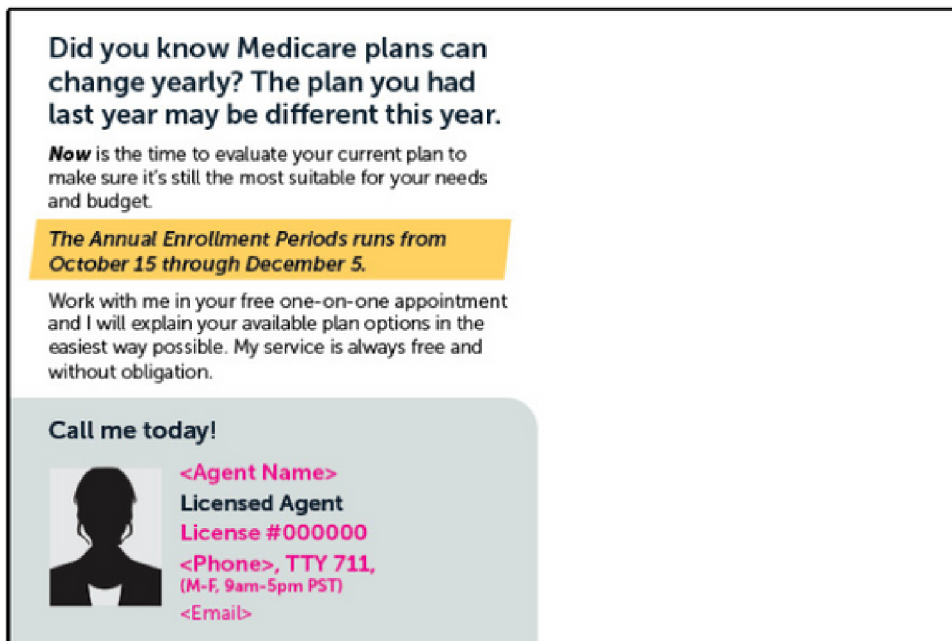
In-Person Event Advertising Samples

POSTCARD 1

Front Side Template



Back Side Template



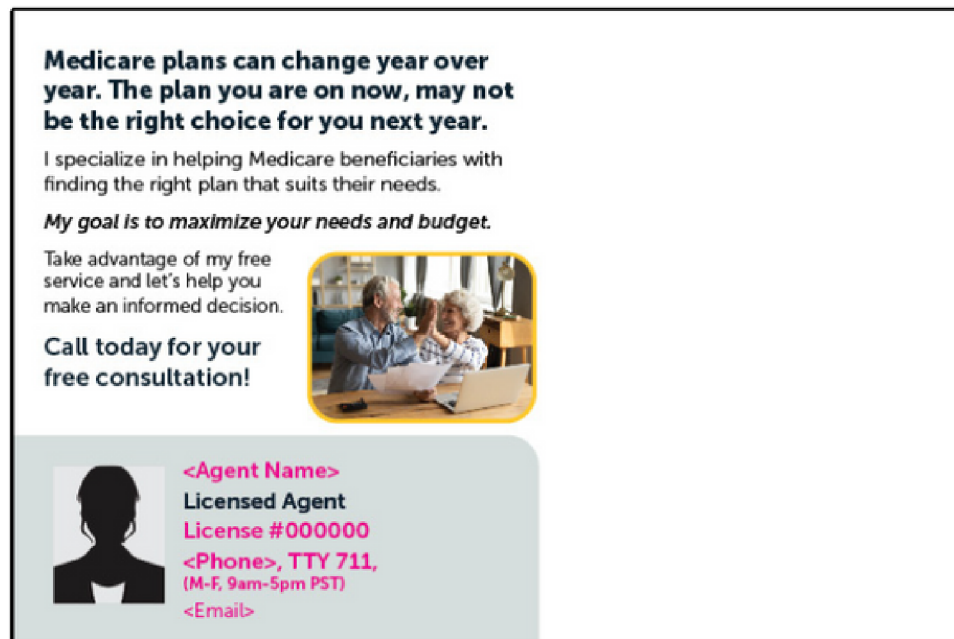
In-Person Event Advertising Samples

POSTCARD 2

Front Side Template



Back Side Template



In-Person Event Advertising Samples

LETTER

FREE Medicare Review for the Medicare Annual Enrollment Period!

Get local support from a local agent. Phone, virtual or in-person appointments available!

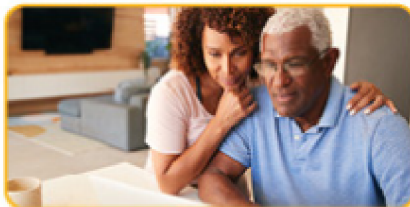


The Medicare Annual Enrollment Period runs from October 15 through December 7. NOW is the most important time to know all of your healthcare options.

Plans can change and choosing a Medicare plan that best fits your needs is one of the most important decisions you will make yearly.



I can imagine your mail is stacked with lots of advertisements about Medicare plans for the new year. Work with me in your free one-on-one appointment and I will explain your available plan options in the easiest way possible. *As an independent insurance agent, I work for you!*



Let's evaluate your current plan to make sure it's still the most suitable for your needs and budget for 2024.

I am a local, independent insurance agent, who specializes in Medicare Advantage and Medicare Supplement plans. **I offer virtual and mail enrollment options** and my service is always at no cost and obligation to you. I look forward to helping you get the care that fits your current needs.

Contact me when you are ready:



<<First Name>> <<Last Name>>

<<Phone>>, TTY 711 (9a - 5p)

License #<<License>>

<<Email to show on marketing piece.>>



Informed
RETIREMENT OPTIONS

By calling the number above, you will be directed to a licensed insurance agent. In some states, all Medicare Supplement plans are offered to qualified individuals under the age of 65.

NEXT ➔

Lead Purchasing



Lead Purchasing

Here's the details about what we'll offer:



Ordering assistance through AGA preferred vendors.



Lead collection and distribution to AGA Agent Portal with preferred vendors.

Order through the AGA team from our preferred vendors below, or use your favorite vendor.

Vendor	Lead Type	Average Cost	Order Deadline Date*
ARM	Direct Mail - Business Reply Card	\$520-545 per 1,000	August 15
Lead Concepts	Direct Mail - Business Reply Card	\$575 per 1,000	August 15
Target Leads	Direct Mail - Business Reply Card	\$535 per 1,000	August 15
Benepath	Internet Leads	Starting @ \$19.95	September 16
Benepath	Med Supp Live Transfers	\$59.95 each	September 16
NextGen	Internet Leads	\$8 - \$16+ each	September 16
Optimize	Internet Leads	\$25+ each	September 16

NOTES

- You must place an order for these leads on your own by the deadline date listed above.

[Order Here](#)

[View Vendor Sample Pieces](#)

- If you don't want to use our vendors, you can use your own!
 - If you are co-op approved or have marketing dollars available and are wanting reimbursement once you use your own vendor, simply submit the Co-op Reimbursement Form along with all required documents and you'll be credited for what you are owed. **It is your responsibility to ensure the marketing pieces being used by your own vendor are compliant.**