



# Marketing for PACE Plans

- New Material Submission
  - Material ID
  - Model Used Without Modification
- Resubmission of Disapproved Material

# Marketing Basics

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- Material ID
- Font Size
- Contracting Statement
- Phone Numbers
- Disclaimers

# Marketing vs. Advertising

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- Marketing
  - Member Communications
  - Promotional materials
  - Newsletters (when benefits are included)
- Advertising
  - TV
  - Billboards
  - Print Ads

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# Questions?

# Contacts

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