Advertising Media - Outdoor

Multi-location Outdoor Board saturation in Las Vegas and Reno is underway

• June 27 – August 28
  • Phase 1 – June 27 – July 24
  • Phase 2 – July 25 – August 28

• August 29 – October 30
  • August 29 – September 26
  • September 27 – October 30
Outdoor – Phase 1 (June 27 – July 24)

Las Vegas
- 11 Bulletins
- 38 Posters (30 Paid, 8 Bonus)
- 27,051,436 Impressions

Digital Locations (digitized board format)
- I-15 & Charleston
- US 95 & Jones
- I-15 & Charleston
- US 95 & MLK
- I-515 & Sunset
- I-215 & Arville

Poster Locations (printed paper on board format)
- Bruce ES 125ft N/O Charleston
- LVBN WS 300ft S/O Griswold
- M L King ES 1300ft S/O Boranza
- Sahara NS 70ft W/O Santa Paula
- Swenson WS 700ft N/O Harmon
- I-515 NS 5ft W/O F Street
- Boulder WS 50ft N/O Atlantic
- Charleston NS 500ft E/O Westwind
- Jones WS 200ft S/O Charleston
- Oakey NS 200ft E/O Main
- Lake Mead NS 100ft E/O Statz
- Main WS 100ft S/O Hoover
- Nellis WS 250ft S/O Alto
- Decatur ES 100ft N/O Obannon
- Eastern ES 75ft S/O Sahara
- Dean Martin WS 500ft S/O Tropicana
- Craig NS 240ft E/O McGuire
- Decatur ES 1100ft N/O Tropicana
- Valley View WS 1000ft N/O Charleston
- Spring Mountain NS 378ft W/O Valley View
- Boulder WS 225ft S/O Indios
- Rancho ES 100ft S/O Cheyenne
- Swenson ES 280ft S/O Desert Inn
- Arville ES 5ft E/O Harmon
- Charleston NS 5ft W/O RR Pass
- Sunset SS 2000ft W/O Boulder
- Russell NS 3300ft W/O I-515
- Bonanza SS 200ft E/O Pecos
- Desert Inn NS 263ft W/O Valley View
- Rancho WS 1500ft S/O Lone Mountain
- Nellis WS 300ft S/O Vegas Valley
- Boulder WS 540ft N/O Emerald
- Owens NS 5ft W/O B Street
- Charleston SS 150ft E/O Luceme
- I-15 WS 0.6mi N/O Craig
- Cheyenne NS 1000ft W/O Losee
- Valley View WS 150ft S/O Flamingo
- Harmon SS 300ft W/O Valley View
Outdoor – Phase 1 (June 27 – July 24)

Reno
- 4 Digital Bulletins
- 18 Posters
- 5,744,056 Impressions

Digital Locations
I 580 WS 2.5mi S/O S Meadows Pkwy
I 580 ES 0.2mi N/O Glendale Av
I 80 E SS 1mi W/O McCarran Blvd
E McCarran Blvd ES 0.1mi S/O Greg St

Poster Locations
Kietzke Ln WS 200ft N/O Mill St
Victorian Av NS 240ft E/O Rock Blvd
2nd St SS 400ft E/O Locust St
Kietzke Ln ES 400ft N/O Kuenzli
Keystone Av WS 200ft N/O 2nd St
Kietzke Ln WS 550ft N/O Gentry Wy
Gentry Wy SS 10ft W/O Wrondel Wy
S Virginia St ES 150ft S/O Arroyo St
Greg St ES 520ft S/O Telegraph Rd
6th St NS 150ft E/O Morrill Av
4th St NS 400ft E/O I580
Mt Rose Hwy SS 0.44mi W/O US 395
Sierra St WS 150ft N/O Liberty St
Moana Ln SS 150ft W/O Virginia St
Glendale Av NS 0.3mi W/O Stanford Wy
W 4th St SS 0.2mi W/O Woodland Av
Wells Av ES 150ft S/O Capitol Hill Av
S Virginia St WS 0.3mi N/O Arrowcreek
Social Media

Facebook Email Capture Campaign

• 511 email addresses captured since end of June to create a database of contacts that the Exchange will communicate with directly moving forward.

• 210,056 Nevadans reached Feb - June

• July trending to be the best month for additional email addresses captured in database so far
### Silver State Health Insurance Exchange: June 2016

<table>
<thead>
<tr>
<th>Outlet/Publication</th>
<th>Date</th>
<th>Headline</th>
<th>Impressions</th>
<th>AD Value</th>
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<tbody>
<tr>
<td>Nevada Appeal</td>
<td>6/20/16</td>
<td>Ron Bliss: Going on Medicare disability? See a pro to help</td>
<td>1,116,502</td>
<td>$10,327.64</td>
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<tr>
<td>Inside Health Policy</td>
<td>6/17/16</td>
<td>Nevada Exchange Aims to Fund Community Health Progr:</td>
<td>89,870</td>
<td>$831.30</td>
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<td>Reno Gazette-Jour</td>
<td>6/10/16</td>
<td>Know the candidates: Republicans battle in crowded AD 2</td>
<td>207,240</td>
<td>$1,916.97</td>
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<tr>
<td>Nevada Business M</td>
<td>6/1/16</td>
<td>Stop Throwing Away Our Money!</td>
<td>89,870</td>
<td>$831.30</td>
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<td>Nevada Business M</td>
<td>6/1/16</td>
<td>Industry Focus: Healthcare</td>
<td>89,870</td>
<td>$831.30</td>
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<table>
<thead>
<tr>
<th>Total Impressions</th>
<th></th>
<th>Total AD Value</th>
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</thead>
<tbody>
<tr>
<td>1,593,352</td>
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<td>$14,738.51</td>
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</table>

**Total PR Value**: $44,215.52
Website Updates

Home Page header update and new secondary pages tie to new creative.

Finalizing additional sections of website:

• “Consumer Information” - featuring ongoing health-related, content and updates composed in a “blog” format.

• “Media” – will house marketing assets for the press and brokers, customer testimonials as they develop and the Exchange brand standards guide.
Nevada Health Link Outreach Campaign
March 1st – September 30th, 2016

Total Events Attended
41

Key Events Attended
St. Patrick’s Day Festival
Walker River Tribal Community Health Fair
Cinco De Mayo Festival
Nevada State Fair
Juneteenth Celebration