Marketing Guidelines

# Tracking number requirements:

The subject line of the email should include the unique tracking number following the protocol described herein:

* **Plan Code**: The three (3) digit alphabetic acronym used for each health plan.
* **Sequence #**: The first two numbers of the sequence shall start with the fiscal year in which the material is submitted.
* **Type of Material**: MF (Member Facing), MI (Member Incentive), or AB (Additional Benefit).
* **Date of submission**: MMDDYYYY.
* **Language Type**: E (English) and/or S (Spanish).
* **Version Type**: Revision (V.2) or Final (F)

***Initial Submission Example:***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| XXX | 21 | 001 | MF | 07/01/2022 | E/S |
| Health Plan | Fiscal Year | Sequence # | Type of Material | Date of Submission | Language Type |

***Revision Example:***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| XXX | 21 | 001 | MF | 07/01/2022 | E/S | V.2 |
| Health Plan | Fiscal Year | Sequence # | Type of Material | Date of Submission | Language Type | Version Type |

# The body of the email shall include:

* + Title of material
  + Briefly describe what and how the material will be used;
  + The timeframes for the use;
  + The media platform to be used for distribution if approved; and,
  + Provide any additional pertinent information regarding your submission (i.e. providing tracking number(s) of related materials (videos, brochures, flyers, etc.), details about previously approved or denied materials/programs, etc.)

# How to submit materials

* + Each material must be submitted separately unless otherwise approved by the state agency.
  + Submit the entire document with every submission (i.e. translation certificate if applicable).
  + If a promotional item, include written proof of cost per unit with submission.

# How to submit previously approved material as a new submission:

* + Remove the previous shortened tracking number and submission date prior to your new submission and follow the guidelines above. When replacing as existing material, please include the previously approved shortened tracking number in the body of the email of the submission.