

## Advertising Material Customization Checklist

Materials are customizable to provide you with greater flexibility to tailor each flyer to your needs. Prior to using materials in the marketplace, please read through this checklist, and ensure that materials adhere to these instructions.

REVIEWED FOR:

**IMPORTANT: Materials must not be altered in any way with the exception of the contents in carets <> and/or brackets [ ]. All carets and/or brackets must be removed prior to use.**

- <Carets> = content may vary
- [Brackets] = content can stay exactly as is or be removed
- [<Brackets & Carets>] = content may vary and/or field can be removed

Prior to printing and distributing advertising materials, ensure that you have addressed all customizable fields, checked them for accuracy and removed all carets and brackets.

- Some materials are more than 1-page. Be sure to review all pages as well as include all pages when printing and distributing materials (including Nondiscrimination Notice & 15 Alternate Language Taglines).
- All materials 8.5”x11” or larger require the Nondiscrimination Notice & 15 Alternate Language Taglines.

When populating customizable fields within carets, only the content intended for that field may be entered. E.g. <Date>. In this case the field in carets is only intended to be updated with event date information. **No other information may be entered.**

Do not alter the TTY number; this field has already been reviewed for accuracy.

For questions, send an email to [MedicareMktgReview@healthnet.com](mailto:MedicareMktgReview@healthnet.com) and specify in the subject line: Customizable Advertising Template Inquiry