

ACA's Health Insurance Marketplace November, 2014 to February, 2015

Date	Outlet	Engagement	Medium	Story/Topic	Audience	Subject Matter Expert	Impressions or Circulation #s and/or Publicity value
11/7	Houston Chronicle	Reactive	Print	Health centers receive behavioral health funding	General pop.	Katy Caldwell	360K readers \$1540 pub. value
11/7	La Voz	Mention	Print	Obamacare opens Nov. 15	Hispanic	N/A	360K readers \$51.53 pub. value
11/7	Houston Chronicle	Reactive	Print	Obamacare opens Nov. 15	General pop.	N/A [Patient testimonial]	360K readers \$6790.22 pub. value
11/7	KBTX Fox 4 & KFDM-CBS Channel 6 (Beaumont)	Reactive	TV	SE Texas health care coalition aims to enroll citizens	General pop.	Lesly Johnson	Unknown
11/10	KPFT 90.1 FM Queer Voices	Reactive	Radio	Obamacare opens Nov. 15	LGBT	Trilena Amos	Unknown
11/11	KBTX- Fox 4 (Beaumont)	Reactive	TV	SE Texas health care coalition aims to enroll citizens	General pop.	Lesly Johnson	Unknown
11/11	Cool 92.5 FM & KLVI 560 AM (Beaumont)	Reactive	TV	SE Texas health care coalition aims to enroll citizens	General pop.	Lesly Johnson	50K listeners
11/11	KTRK-ABC Channel 13	Reactive	TV	Obamacare opens Nov. 15	General pop.	Dr. Clare Hawkins	Unknown
11/18	New York Times	Reactive	Print	The Marketplace is open – What are we seeing?	General pop.	Melisa Garcia Clara Rodriguez	2,149,012 readers \$70 pub. value

ACA's Health Insurance Marketplace November, 2014 to February, 2015

Date	Outlet	Engagement	Medium	Story/Topic	Audience	Subject Matter Expert	Impressions or Circulation #s and/or Publicity value
11/26	Houston Chronicle	Reactive	Print	Marketplace sign up numbers	General pop.	Trilena Amos	360K readers \$3,908.44
12/13	Houston Chronicle	Reactive	Print	Texans in a gap can avoid fine for being uninsured	General pop.	Trilena Amos	360K readers \$1,248.12 pub. value
Dec/Jan issue	Familias Latinas	Advertorial	Print	Selecting a health insurance plan is confusing, seek help!	Hispanic	Trilena Amos	25K readers N/A pub. value
12/16	Univision 45 Vive La Manana	Proactive	TV	Selecting a health insurance plan is confusing, seek help!	Hispanic	Clara Rodriguez	5K viewers \$500 pub. value
1/1	OutSmart	Mention	Print	New Year / New You (ACA)	LGBT	N/A	95K readers \$44.28 pub. value
1/15	MEGA 101	Reactive	Radio	Selecting a health insurance plan is confusing, seek help!	Hispanic	Clara Rodriguez	830K listeners \$50 pub. value
1/27	Houston Chronicle	Reactive	Print	For uninsured, uncertainty on taxes	General pop.	Clara Rodriguez	360K readers \$7,672.38
2/6	Univision 45 Vive La Manana	Proactive	TV	Important documents consumers needs to bring to their enroll meeting	Hispanic	Clara Rodriguez	5K viewers \$500 pub. value
2/9	The Record Orange County News	Reactive	Print	Deadline approaching for Affordable Care Act	General pop.	Leslie Johnson	51,738 readers \$30.34

Estimated total impressions: **5,010,750** (Number of people who consumed information about Legacy)

*Total publicity value: **\$22,405.31**

Total number of placements – **18**

- *Proactive* – **2**
 - TV – 2
 - Radio – 0
 - Print – 0

- *Reactive, Mentions, Event promotion* – **15**
 - TV – 4
 - Radio – 2
 - Print – 9

- *Advertorial* – **1** (*Familias Latinas Magazine*)

About publicity values – The publicity value is a calculation that estimates the price that professional media buyers would pay for that amount of exposure for that particular outlet. It provides a numeric value that allows you to compare the value of an article to another article. If you need more information about the publicity value methodology, please contact Ciandra Jackson