



Broker Briefing

RMHP Launches Exciting New Advertising Campaign Look for SOLO View Ads to Hit your Local Media

With the successful launch of our new SOLO View Plans, effective enrollment July 1, Rocky Mountain Health Plans is continuing the momentum with the introduction of a robust new advertising campaign. The media campaign launched June 29 and runs through December 19, 2009.

Look for print ads in newspapers across the state and radio spots that are sure to grab your attention. Media Highlights include:

Denver/Front Range Markets Covered – Denver, Boulder, Fort Collins, Greeley

- *Denver Post* Impact Notes
- 18 Community Newspapers
- *Northern Colorado Medical Wellness Magazine* and Directory
- *Denver Metro Welcome Home* magazine
- Radio
 - Denver/Boulder – KBPI, KALC, KBCO, KOSI, KTCL, KIMN, KOA, KPTT, KXPX (Spanish)
 - Fort Collins/Greeley – KUAD, KTRR

Western Slope Markets Covered – Grand Junction, Montrose, Delta, Steamboat, Craig

- *Grand Valley Business Times*
- *The Daily Sentinel*
- *GJ Free Press*
- *Grand Valley Magazine*
- *Steamboat Pilot*
- *Craig Daily Press*
- Radio
 - Grand Junction/Montrose/Delta – KEKB, KKNN, KMXV, KBKL, KEXO

In addition to print and radio ads, we're also beginning an advanced online campaign, that includes a combination of pay per click, image and video ads that are associated with RMHP key words searches. Ads can be seen on Google, Yahoo, MSN, and Facebook.

See our SOLO Print Ads

As always, if you have any questions, comments or need assistance, please call your Rocky Mountain Health Plans or CNIC Account Executive.

Grand Junction —
Headquarters
2775 Crossroads Blvd.
Grand Junction, CO 81506
970-244-7760
800-453-2981

RMHP Denver
6251 Greenwood Plaza Blvd.
Suite 300
Greenwood Village, CO 80111
303-689-7367
800-823-8356

RMHP Durango
555 RiverGate Lane
Unit B1-109
Durango, CO 81301
970-385-5131
888-662-6489

RMHP Pueblo
503 N. Main Street
Suite 718
Pueblo, CO 81003
719-253-3900
888-332-8963

CNIC Denver
6251 Greenwood Plaza Blvd.
Suite 300
Greenwood Village, CO 80111
303-770-5710
800-426-7453

CNIC Colorado Springs
740 Woolen Road
Suite 104
Colo. Springs, CO 80915
719-622-3300
877-321-4412