



# Medicare Advertising Guidelines for Brokers

The following guidelines will support your sales efforts, protect the PacificSource brand, and help us stay compliant with CMS regulations. We appreciate your partnership and collaboration.

## Approval process

- If your ad uses our logo or name, we must review and approve it before it runs in any media. Please submit your ad to [MedicareBrokerServices@PacificSource.com](mailto:MedicareBrokerServices@PacificSource.com). Allow at least 10 business days for approval.
- If no benefit or premium information is included in the ad (our preference), CMS filing is not required.
- If benefit or premium information is included, the ad must be filed with CMS, which adds up to five days to the approval process. PacificSource will file the ad on your behalf and let you know when it's approved to use.

## Logos

If using the PacificSource Medicare logo, use one of our approved versions. If you need logo artwork, reach out to your PacificSource Sales Executive for assistance.

### Vertical:



### Horizontal:



## Disclaimers and other regulations

- Whenever you include the PacificSource Medicare name or logo in your ad, CMS requires that it must include our full legal name or our federal disclaimer.
  - If your ad includes marketing information, such as benefits or premiums, it must include the federal disclaimer:
    - “PacificSource Community Health Plans is an HMO, HMO D-SNP, and PPO plan with a Medicare contract and a contract with Oregon Health Plan (Medicaid). Enrollment in PacificSource Medicare depends on contract renewal.”
  - If your ad is considered a communication piece (no marketing information), you don't need the federal disclaimer, but you must include our full legal name somewhere on the piece:
    - “Coverage provided by PacificSource Community Health Plans.”
- Your ad must follow CMS Medicare Marketing Guidelines and include any other required disclaimers. You can find the latest guidelines here: [CMS.gov/Medicare](https://www.cms.gov/Medicare).
- Document codes: Print ads or mailers must include a doc code, which we will provide. Please leave space at the bottom of your ad for a code that could be up to 20 characters long. Doc codes are not required for digital or social ads.

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## Other guidelines and best practices

- Reading level should be at 8th grade or below. You can check this when you run spell-check in Word using the Flesch-Kincaid reading score.
- Font sizes should be no smaller than 12 point Times New Roman or the equivalent size in another font.
- Misleading information: Don't include information that implies services outside of those provided by PacificSource, such as other types of insurance or legal representation.
- Licensing: Brokers must obtain licensing for any photography or music (in the case of TV or radio) included in the ad.

## Take advantage of templates

- Did you know we have several templates for PacificSource-branded fillable fliers and postcards you can use? They're set up to allow you to insert your name, contact information, and photo (optional). For more details, contact your PacificSource Sales Executive.

## Questions?

We are happy to help! Contact broker services at **866-419-0065** or [MedicareBrokerServices@PacificSource.com](mailto:MedicareBrokerServices@PacificSource.com).

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## Sample advertisement



# StellarRep INSURANCE

— Proudly representing —



## The annual enrollment period is here!

Let us help you find a Medicare Advantage plan that's right for you.

Contact me today for a free quote.

**800-123-4567**

**Name@StellarRepInsurance.com**

Coverage provided by PacificSource Community Health Plans.  
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