

## Marketplace Products for June Launch

Product	Product Type	Description
<a href="#">About the Health Insurance Marketplace</a> (11629)	Bifold	Gives a general overview of the Health Insurance Marketplace.
<a href="#">About the SHOP Marketplace</a> (11360)	Bifold	Gives a general overview of the Small Business Health Options program for employers.
<a href="#">The Value of Health Insurance</a> (11631)	Bifold	Explains the importance of health coverage and how it works.
<a href="#">Things to Think About When Choosing a Plan for your Business</a> (11673)	Brochure	Provides information to help small business owners select a Marketplace plan that meets the needs of their employees.
<a href="#">Things to think about when choosing a plan</a> (11672)	Brochure	Provides information to help individuals select a Marketplace plan that will meet their needs and budget.
<a href="#">Get Ready to Enroll in the Marketplace</a> (11687)	Fact sheet	Provides information to let people know what they can do before open enrollment begins to prepare to apply.
<a href="#">Key dates for the Health Insurance Marketplace</a> (11660)	Fact sheet	This fact sheet has information on Marketplace key dates including getting help, enrolling, and coverage start dates.
<a href="#">Better Options. Better Health.</a> (11669)	Resources card	Includes resources for Marketplace information.
<a href="#">Need affordable health insurance?</a> (11635)	Poster	Encourages people to sign up at HealthCare.gov to get email and text updates about the Marketplace.
<a href="#">Need affordable health insurance?</a> (11632)	Post card	Encourages people to sign up at HealthCare.gov to get email and text updates about the Marketplace .
<a href="#">How the Marketplace Works</a> (11671)	Infographic	Explains the 4 steps individuals and families go through when they apply and enroll in the Marketplace.
<a href="#">How the SHOP Marketplace Works</a> (11670)	Infographic	Explains the 4 steps small businesses will use when they apply and enroll via SHOP.
<a href="#">Marketplace application checklist</a> (11686)	Checklist	Provides information about what people need to have on hand to apply for coverage in the Marketplace.
Raising awareness ( <a href="#">national version</a> + 50 states) (11649)	Fact sheet	Includes information about how partners can help raise awareness about the Marketplace with national and state- specific data.

<a href="#">Are you ready? The Health Insurance Marketplace is coming</a>	Drop-in article	Article encouraging people to get ready for the Marketplace.
<a href="#">Getting help in a language other than English</a> (11658)	Fact sheet/job aid	Explains how to get Marketplace information in 25 different languages.
<a href="#">Better Options. Better Health.</a> (Early awareness and open enrollment PSAs)	60 sec radio PSAs	Raising awareness about the Marketplace and encouraging people to visit HealthCare.gov.
<a href="#">Early awareness and open enrollment messages</a>	Short multi-purpose messages (160 character limit) used for receipt messages, texts, etc	Encourages people to visit HealthCare.gov for Marketplace information.
<a href="#">Other collateral press materials</a>	Talking Points, Op Ed, Drop-in article	For partners holding local events.
<a href="#">Widgets and Badges</a>	Widgets/Badges	Interactive widgets and graphic badges in a variety of sizes with code to place on other sites and locations.