

The National Hispanic Multi-Media Summer Campaign Fact Sheet

- The Centers for Medicare & Medicaid Services (CMS) has launched a national multi-media campaign to educate Medicare beneficiaries on the Medicare-approved prescription drug discount cards and other ways to access more affordable prescription drugs. It is designed to help people with Medicare make better use of their Medicare services and other prescription drug assistance programs for which they may qualify. The campaign is part of CMS's broader, ongoing National Medicare Education Program to help all people with Medicare and their caregivers get the information they need to make more informed health care decisions.
- The Spanish-language media advertising is running for six weeks, beginning August 23 and ending October 3.
- Media is running on television, radio, print and Internet in the continental U.S.
- The advertising message educates beneficiaries on the new Medicare-approved Drug Discount Cards, emphasizes the \$600 credit for those with low incomes and promotes a call-to-action to find out more by calling 1-800-MEDICARE.
- The television advertising is a national buy through national television networks Univision and Telemundo. The buy also encompasses Univision's Galavision cable network, and the new Univision network – Telefuturo. Spot market television, aimed to specifically reach lower income Hispanic markets, includes El Paso, Miami, New York, the Rio Grande Valley, and San Antonio.
- The radio encompasses the top 20 Hispanic markets including Los Angeles, New York, Chicago, Miami, Houston, San Antonio, Dallas, Phoenix, and the Rio Grande Valley through Univision Radio Network. An additional 50 Hispanic density markets are targeted through the Hispanic Radio Network (HRN) affiliates with Univision, Lieberman Broadcasting, and Spanish Broadcasting System. Spot market radio, aimed to specifically reach lower income Hispanic markets, includes El Paso, Miami, New York, the Rio Grande Valley, and San Antonio.
- The print advertising is running in major and emerging markets including Chicago, Dallas, El Paso, Houston, Los Angeles, Miami, New York, Phoenix, the Rio Grande Valley, San Antonio, San Francisco as well as selected Hispanic markets in Newsweek en español .
- Internet advertising is running on HispanicOnline.com, Latino.MSN.com, Univision.com, Telemundo.com, and Terra.com. The banner ads feature stills from the 30-second Spanish-language television spot, and the www.Medicare.gov address.
- As part of Diez y Seis celebrations in Los Angeles, the 30-second Spanish-language television spot is airing during this event held September 11 and 12th. The spot airs 96 times on a 17' x 12' Megavision screen during the course of the 2-day celebration expected to draw more than 250,000 attendees.