

KEEPING UP THE FIGHT

Campaign Tactics

Paid Media

Television Advertising

- **D.C. Ads:**
 - Target audience: Policymakers, health care influencers
 - Networks:
- **National Consumer Ads:**
 - Target audience: Women ages 35 to 64
 - Networks:



Digital Advertising



Connected-TV (CTV),
i.e. Hulu



YouTube



Facebook



Direct Placements and
Newsletter Sponsorships



Google Search



Mobile App Ads



Interactive
Display Units



Social Promotion
& Remarketing



Peer-to-Peer
Text Messaging

Earned Media

- **Continue to find opportunities to feature AHCA/NCAL experts and members in:**
 - Television appearances: ABC, CBS, CNN, Fox News, MSNBC, CNBC, Bloomberg
 - Op-eds and letters to the editor: The New York Times, The Hill, Morning Consult, Inside Sources
 - Print/Online Stories: The Associated Press, USA Today, NBC News, The Washington Post, The New York Times, The Wall Street Journal, NPR, POLITICO, Axios
 - Regional & Local Media: Print, TV, radio and online stories around the country

Owned Media

- Social media content on AHCA/NCAL's Facebook, Twitter, YouTube and LinkedIn accounts
- Save Our Seniors website
- Our Senior Care website

State and Member Resources

- Ads customized with state or member logos
- Social media toolkits with sample posts and graphics
- Media talking points and templates