**Advertising Approval Request Form**

Office of Management and Enterprise Services (OMES)

Employees Group Insurance Division (EGID)

1. All Plan Year advertising/promotional items for Oklahoma Employees Insurance and Benefits Act (OEIBA) Program members must be submitted to EGID for prior approval.
   1. All advertising must comply with contract requirements and State of Oklahoma regulations.
   2. The information provided in the advertisement must be accurate and not misleading.
   3. Supplier must request and receive advertising approval **each** Plan Year regardless if the advertisement was approved in a previous plan year.
   4. Suppliers do not require EGID approval when marketing directly to Supplier’s current membership.
2. This form must accompany all ads submitted to EGID for approval at least ten (10) business days in advance of the scheduled advertising date.
   1. The advertisement must be submitted for review in its entirety. For example, if a flyer has a front and a back page, the Supplier must submit a copy of both the front and back pages for EGID approval.
   2. Multiple items may be attached to one advertising request form.
   3. If an item is rejected by EGID, the Supplier must re-submit the item for approval separately with a new Advertising Approval Request Form.
   4. Send this form and the proposed advertisement(s) for consideration to: EGIDVendorReporting@omes.ok.gov.
      1. Subject line in email must state: “Advertising Approval Request – [Supplier Name] – Date Submitted”
3. Supplier must provide a script in conjunction with any video or radio advertising requests. The script must match the advertisement.
4. OMES EGID advertising restrictions:
   1. Suppliers shall not use references to ‘EGID’ and ‘OEIBA’ in marketing materials.
   2. Suppliers may use the official OMES EGID logo on member ID cards **only**. Suppliers must request the official logo from EGID; otherwise, member ID cards with any state logo will be rejected.
   3. Advertisements that reference a Supplier’s performance in surveys, awards or recognition by other organizations should be **no older than** two (2) years. Proof and/or clarification of the accuracy of such statements may be requested by EGID.
   4. Suppliers shall not include “confidential” or “proprietary” statements on any advertisements submitted to EGID.
   5. Suppliers shall not advertise any benefits outside the specific plan type contracted through EGID (e.g., Dental Supplier advertising vision benefits).
   6. Suppliers shall not advertise any monetary gifts/rewards to potential members (e.g., gift cards).
   7. Supplier standard PowerPoint presentations are not to exceed 15 slides.

**NOTE:** The advertising approval process is to ensure uniform and equitable marketing standards are in place across all Suppliers. Suppliers are responsible for the accuracy of all information in marketing materials. Any costs incurred by Supplier to correct errors will be borne by Supplier.

**Complete the following:**

Supplier: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Supplier Representative Name and Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type of Advertising: (Flyer, brochure, giveaways, newspaper, outdoor/billboard, poster, Facebook, Twitter, PowerPoint Presentation, other- specify)

Type\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Provide a complete description of the item(s) or promotion(s) and attach a copy, if applicable. If the item is a “giveaway,” attach a picture:

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Ad Schedule: (List all publications, locations and/or radio/TV stations and corresponding dates that ads are scheduled to run).

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| --- | --- | --- |
| **Date(s)** | **Publication(s)** | **Location(s)** |
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Supplier Additional Disclosures, if any: