

## Additional Guidance for Typesetting Brochure Cover

The following information supplements the enclosed sample covers, and provides you and your typesetter with additional guidance in setting your cover.

**Your logo:** Insert your logo as shown in brochure template, in the upper left corner of the page, above the heavy horizontal line. You are not required to display a logo.

**Our logos:** Insert other art work for the cover page (the OPM and FEHB logos, and the "Spike & Scroll" graphic that tells members where to find the change page) as shown on the brochure template. Note: on 2005 brochures, the FEHB logo appears in the lower left corner and the OPM logo appears in the lower right corner. Download bitmap files for artwork from the "Working Copies of Pattern Brochures" area on our Carrier Web page -- [www.opm.gov/carrier](http://www.opm.gov/carrier).

### Logo Sizes:

- Your plan logo may not be larger than 0.75" x 0.75" or 0.50" x 1.50".
- Print the Spike & Scroll graphic at 1.53" High x 1.50" Wide. Note: You must typeset the words, "For changes in benefits see page(s)\_\_\_\_ ." inside the Spike & Scroll graphic.
- Print the OPM logo (seal plus text) at 0.89" High x 2.88" Wide. The logo is complete -- it has the logo plus the text that goes with it. The size noted here is for the logo with text combination.
- Print the FEHB logo at 1" wide (automatic height).

**Name:** Center your Plan's name in bold type between the logo and the year. If the Plan's name is different from last year, center "Formerly \_\_\_\_\_" directly below the Plan name in 12 point type.

**Service area:** After "Serving:", insert a general description of your service area locations, in normal face (not bold). Include general names in this description, not a detailed service area description. Include the name of a large city or town, if any, to help potential enrollees place the area. For example, say "Northeastern Ohio, near (town)" not each of the counties in the service area. If you have multiple service areas and codes, insert a general description of the area served by each code in normal face above "Enrollment code:"

**Enrollment code:** Put your Plan's 3-character enrollment codes (e.g., ZZ1, ZZ2; or, if it had two options, ZZ1, ZZ2, ZZ4, ZZ5) in bold face under "Enrollment code." If you have more than one carrier code, be sure each code matches the description for it (i.e., service area described above the code or product type above the code, i.e., CDHP or HDHP).

**Accreditation:** If your plan has accreditation from the National Committee for Quality Assurance (NCQA), the Joint Commission on Accreditation of Healthcare Organizations (JCAHO), and/or URAC, you may display their seal(s) on your brochure cover as indicated on the sample covers. Obtain these seals from the respective accrediting organizations. If your plan has been accredited by another organization, you may also display their seal on the cover. (Note: The FEHB Guide will only show accreditation for the three organizations listed above.) If you have more than one enrollment code and not all service areas have been accredited, show the seal for each service area

that is accredited, beside the entry for the service area. The indicated text that accompanies the seals is in 9 point normal face type.

**Brochure #:** In the lower right corner, below the OPM logo, insert the Plan's brochure number in bold face with any leading zeros that may be necessary to conform to our 5-digit brochure numbering conventions (e. g., RI 73-056). Your contract specialist will provide this number if you are a new plan.

**Special Notice:** If your OPM contract specialist instructs you to put a special notice on your cover, box the special notice and center the box above the OPM Web address, as in the sample.

**Web address:** If you have a web address, display it directly below your Plan name.

## Printing, Distribution, and Shipping Specifications for FEHB Brochures

### **\*\*Printing\*\***

|                               |   |
|-------------------------------|---|
| <b>Size:</b>                  | 17" x 11" folded to 8 1/2" x 11"; fold may be glued or saddle stitched at manufacturer's option. Single leaves connected with a lip (i.e., binding stub) are not allowed. |
| <b>Ink Color:</b>             | Standard Black  |
| <b>Paper Color:</b>           | White   |
| <b>Paper Type and Weight:</b> | Offset Book - sub 40 or 50, or Chemical Wood Writing, sub 20  |
| <b>Printing:</b>              | Head to Head  |
| <b>Margins:</b>               | Not less than 0.5" each.  |

### **\*\*Distribution\*\***

1. As soon as the brochures are printed, your first priority is to express mail a supply of printed brochures to your OPM contract specialist at the Office of Personnel Management, Insurance Services Programs, 1900 E Street NW, Room 3424, Washington, DC 20415-3601. These copies are needed for administrative purposes and should be sent at the earliest possible time. Your OPM contract specialist will tell you how many brochures to send and will indicate this number on your Brochure Quantity Form.
2. Your second priority is to ship brochures to OPM's distribution center at National Computer Systems (NCS) in Cedar Rapids, Iowa for the annuitant Open Season. We have enclosed a shipping label to ship your brochures to this address. For HMOs, your OPM contract specialist will tell you how many brochures to send and will indicate this number on your Brochure Quantity Form. For FFS carriers, the number of brochures you should ship to NCS will be contained in this year's Agency Quantities Distribution List.

Remember to do the following:

- Reproduce all benefit brochure shipping labels on pink paper. This allows agencies to easily distinguish benefit brochures from other open season materials such as FEHB Guides.
- **Do not** include any supplemental literature in your shipments to either Iowa location. It will not be forwarded to annuitants who request your brochure.
- The maximum quantity per box is determined by weight. Up to 40 pounds per box is acceptable.

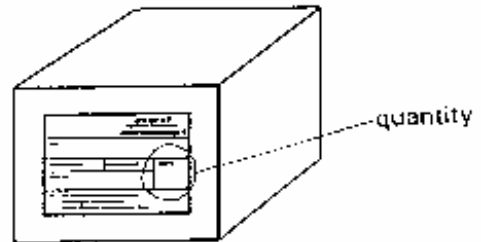
**HMOs:** Your shipments to the locations mentioned above, and on page 1, and to local agency distribution points **MUST** reach their destinations by **October 12, 2004**. We have also enclosed a blank shipping label for your use in shipping brochures to local agencies.

**FFS Plans:** We will send you a copy of this year's Agency Quantities Distribution List soon. Enclosed is a blank shipping label for your use in shipping brochures to agency shipping points. You **MUST** ship all material to any point outside the continental United States, including Alaska and Hawaii, by priority air freight or air parcel post. These destinations are identified as Priority Code 1 on the distribution list and you must ship them first, along with your shipment to OPM. Brochures for the Iowa distribution center are Priority Code 2. All items **MUST** reach their destinations by **October 12, 2004**.

**\*\*Shipping\*\***

**Packaging:** Brochures must be shrink-wrapped.

**Labeling:** The shipping label shall be applied to one end of the container (never top, sides, or bottom), as shown, to facilitate identification of the contents in storage depots. The label will identify the contents of the box. ***Mark the number of brochures in the box on the label, as indicated.***



**Packing:** Pack shipping containers solidly, with the brochures laid flat on the bottom of the container; never stand them on end. The contents must be in solid contact with the top and bottom of the container to prevent wrinkling and crushing in shipping and storage operations.

- You must add "Open-cell-pads" or layers of corrugated board to ensure both vertical and lateral stability when the brochures do not fit snugly in the container. Use top and bottom pads of corrugated fiberboard.
- Top and bottom flaps must be closed and fastened firmly with water-resistant adhesive suitable for the purpose. Apply adhesive over not less than 50% of the area of contact between the inner and outer flaps. The bottom flaps may be stapled instead of sealed, provided this is done before the container is packed.

- Further seal all shipping containers with a minimum 3" wide Class 2, Type I asphaltic, or Type 11 non-asphaltic glass or sisal filament reinforced tape. On each container, put a strip of the above tape running center seam-wise the length of the container and a strip running girth-wise, over-taping the end of each strip approximately 3 inches.
- Each filled container *may not exceed 40 pounds* in weight. Boxes weighing more than 40 pounds may be refused upon delivery to agency distribution points.

**Palleting:** Use a Stringer and Deckboard Design for Type III, Four-way (Partial) Flush Pallet. Call your OPM contract specialist to obtain palleting instructions if you are shipping substantial quantities of brochures to any one delivery point and have further questions. Agencies may reject large brochure shipments that are not palleted when installations are not equipped or staffed to handle them.

**Note:**

1. We strongly recommend press and bindery inspections.
2. Address any questions on distribution, packing, and shipping to your OPM contract specialist.



# Brochure Quantity Form for Fee-for-Service Plans

Plan Name \_\_\_\_\_

The total quantity of brochures chargeable to the Federal Employees Health Benefits (FEHB) Program for your plan is shown below. This quantity was determined by using the formulas shown. Any quantities ordered over this amount will not be chargeable to administrative expenses under the FEHB Program. All brochures must reach their destinations by **October 12, 2004**.

Agency quantities (determined by OPM) \_\_\_\_\_

Plan enrollment as of March 31, 2004 \_\_\_\_\_

Number of organization members not  
enrolled in Plan \_\_\_\_\_

Subtotal \_\_\_\_\_

10% of subtotal for Plan's stock  
(Rounded to 100) \_\_\_\_\_

Total FEHB quantity order for Plan  
brochure (Rounded to 100)                      Total \_\_\_\_\_

Mail \_\_\_\_\_ brochures to your OPM Contract Specialist.

Send to:            Office of Personnel Management  
                         Insurance Services Programs  
                         Attn: {put the name of your contract specialist}  
                         1900 E Street NW, Room 3424  
                         Washington, DC 20415-3601