

Exclusions – no language block (taglines) needed – per OCR Q&A

- Radio or Television Ads
- Identification Cards (used to access benefits or services)
- Appointment Cards
- Business Cards
- Banners and Banner-like ads
- Envelopes
- Outdoor Advertising, such as billboard ads

Example of Large Significant Publications:

- EOC
- SB
- ANOC
- Directory
- Formulary
- EOB
- Enrollment Forms
- Dental Benefits Guide
- Website
- NOA letters
- Appeals and Grievance Notices
- Member Communications that include benefits, health coverage, determinations, or prescription drug coverage content

Example of Small Significant Publications:

- Postcards
- Tri-Fold Brochures
- Pamphlets
- Anything else that does not fall under significant publications