

### 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 on the sample covers (Enclosure 2), 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 sample covers (Enclosure 2). Download bitmap files for artwork from the "Working Copies of Brochure Frames" 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 xx." inside the Spike & Scroll graphic.
- Print the OPM logo at 0.72" High X 3.85" Wide. **Note: 1) The OPM logo has changed -- from the round seal to the rectangle logo. 2) The logo is complete -- it has the logo plus the text that goes with it.** The sizes noted here are 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 AFormerly \_\_\_\_\_@ directly below the Plan name in 12 point type.

**Service area:** After AServing:@, 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. For example, say ANortheastern Ohio,@ 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 AEnrollment 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 AEnrollment code:@ If you have more than one carrier code, be sure each code matches the area description above it.

**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 the American Accreditation Healthcare Commission (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 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 FEHB 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\*\***

- Size:** 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.
- Ink Color:** Standard Black
- Paper Color:** White
- Paper Type and Weight:** Offset Book - sub 40 or 50, or Chemical Wood Writing, sub 20
- Printing:** Head to Head
- Margins:** Not less than 0.7" top margin, 0.5" bottom margin, 0.9" inside margin; and 0.8" outside margin

### **\*\*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, Office of Insurance Programs, 1900 E Street NW, Room 3439, Washington, DC 20415-0001. 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.
3. If your plan is participating in the DoD/FEHBP Demonstration Project, your third priority is to ship brochures to DoD's distribution center at the Iowa Foundation for Medical Care (IFMC) in West Des Moines, Iowa. We have enclosed a shipping label for you to use when you ship your brochures to West Des Moines.

For HMOs participating in the DoD/FEHBP Demonstration Project, your OPM contract specialist will tell you how many brochures to send to IFMC and will indicate this number on your Brochure Quantity Form.

For FFS carriers, the number of brochures you should ship to IFMC 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 that request your brochure.
- The maximum quantity per box is:

Up to 250 brochures per box when shipping to an agency, and

Up to 300 brochures per box to NCS and IFMC.

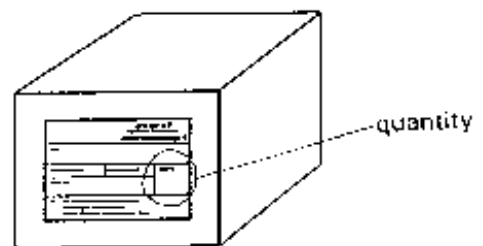
**HMOs:** Your shipments to the locations mentioned above and to local agency distribution points **MUST** reach their destinations by **October 13, 2000**. We have also enclosed a blank shipping label for your use in shipping brochures to local agencies.

**FFS Plans:** We will send you a copy of this year's Agency Quantities Distribution List soon. Enclosed is a blank shipping label to 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 two Iowa distribution centers are Priority Code 2. Ship Priority Code 3 items last. All items **MUST** reach their destinations by **October 13, 2000**.

### **\*\*Shipping\*\***

**Packaging:** Brochures must be shrink-wrapped in multiples of 25 copies. Each box must contain no more than 250 copies (up to 300 NCS, Iowa City, Iowa).

**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 500/o 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:**

See attached Stringer and Deckboard Design for Type III, Four-way (Partial) Flush Pallet. Call your OPM contract specialist to obtain additional 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 palletted 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.

**Sample Brochure Quantity Forms**

- **FFS**
- **HMO**

## Special Brochure Shipments for HMOs

The quantity of your Plan's brochures that are shipped to these special locations are chargeable to the FEHB Program for contract year 2001.

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

Contract #: \_\_\_\_\_

### Brochure Quantities:

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

Send to:           Office of Personnel Management  
                      Office of Insurance Programs  
                      Attn: *{put the name of your contract specialist}*  
                      1900 E Street NW, Room 3424  
                      Washington, DC 20415-0001

Mail \_\_\_\_\_ brochures to National Computer Systems Cedar Rapids distribution center.

Use attached shipping label and send to:                   National Computer Systems  
  Attn: HB Open Season  
  9200 Earhart Lane SW  
  Cedar Rapids, IA 52404

If your Plan is participating in the DoD/FEHBP Demonstration Project, mail \_\_\_\_\_ brochures to the Iowa Foundation for Medical Care West Des Moines distribution center.

Use the attached shipping label and send to:                   IFMC Information Systems  
  6000 Westown Parkway  
  Suite 350E  
  West Des Moines, IA 50266-7771

Total quantity chargeable to the FEHB Program: \_\_\_\_\_

# 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.

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

Plan enrollment as of March 31, 2000 \_\_\_\_\_

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  
                                    Office of Insurance Programs  
                                    Attn: {put the name of your contract specialist}  
                                    1900 E Street NW, Room 3424  
                                    Washington, DC 20415-0001