

# Instructions for Using the Premium Tax Credit Brochure

## What is this brochure?

This brochure is brought to you by Consumers Union, the policy and advocacy arm of *Consumer Reports*, with funding provided by Robert Wood Johnson Foundation. We have tested this brochure with consumers and found that it accurately conveys information about the health care tax credits and gets consumers to take action.<sup>1</sup> This brochure is in the public domain and available for your use. It is available in English and in Spanish.

**Important!** The calendar year references and income guidelines will change every year. Do NOT use this brochure after the indicated date. By filling out this short form (<https://sites.google.com/a/consumer.org/tax-credit-brochure>), we can send you an email reminder when it is time to download a new version of the brochure containing updated information.

## How do I use this brochure?

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### Select the Right Version of the Brochure

All material in each version of the brochure is the same except:

- The name, URL and call center number for the Health Plan Marketplace varies for each state<sup>3</sup>
- You have the option to:
  - a. Include contact information for a local consumer assistor like a navigator, broker or other on the last page (Version 1 in English; Version 3 in Spanish)
  - b. Not include information for local assistors (Version 2 in English; Version 4 in Spanish).

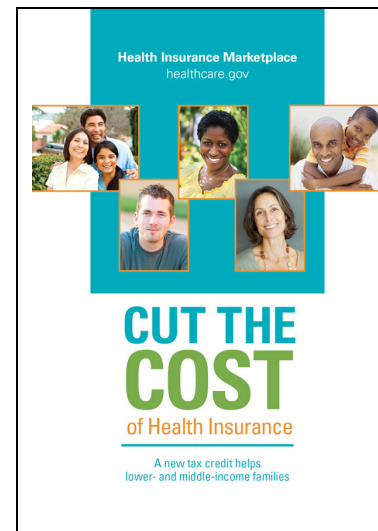
Select the correct file for your state and the version of local assistor information (Version 1 or Version 2 for English, and Version 3 or Version 4 for Spanish) and open it in Adobe Acrobat. Rename the file to your specifications and save.

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<sup>1</sup> Consumers Union and Kleimann Communication Group, *Helping Consumers Understand the New Premium Tax Credit*, May 15, 2013. <https://sites.google.com/a/consumer.org/tax-credit-brochure>

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<sup>3</sup> Note that the Spanish versions of the brochure include the English language names of states' marketplaces because consumer testing that indicated a preference for this approach.



### ***Complete Fillable Fields***

This document is a fillable PDF. Before printing, you must complete the fillable fields.

#### **For All Versions:**

##### ***Section 5 – Footer***

Add **a reference to your entity** at the bottom of the page.

#### **For Versions 1 and 3 Only:**

You must also provide information about the source of local assistance, such as your own organization’s information or an entity that you would recommend.

You will need:

- Your name, name of group OR a website URL
- Phone number for you/group
- (Optional) Physical Address for you/group

##### ***Section 5 – Second Paragraph***

Add **Local assistor URL or name, Local Phone and Local Address** in indicated fields

### ***Save File***

After you complete the form, save the file again. Double check the “last updated” date on the last page to ensure it contains calendar year and income level information that is correct for the current coverage year.

### ***Send Completed File for Offset Printing***

Send the completed file to the printer of your choice.

## **What are printing considerations?**

Offset printing is recommended and is the most economical option for larger quantities (500 brochures or more). Quality digital printing may be more economical for smaller quantities.

You can find a local printer by searching the web for "offset printing" or “digital printing” in your area.

If you prefer, you can order brochures directly from Westland Printers. Contact Stuart Wolffe for an estimate at [swolffe@westlandprinters.com](mailto:swolffe@westlandprinters.com) or 240.437.0037. If you don't want to customize the final page of the brochure, you can use Westland's streamlined ordering process by clicking on the link below:

<http://wlp.worksmartsuite.com/UserContentStart.aspx?category=108>

When using this process you will be asked to create an account at checkout. You must use the access code below when creating your account by entering it in the field provided.

Access code: ConsumersUnion

**If going through another printer**, give the specifications below to the printer in order to obtain accurate printing costs.

Specs:

- Project: 8-page self-cover brochure
- Final size: 6" x 9"
- Paper: 80# white silk text (or equivalent house sheet)
- Ink: 4-color process with full bleeds
- Binding: fold, saddle-stitch on 9" side, trim to final size
- Quantity: {please specify quantity}

The cost per unit for printing varies with the quantity being printed. The more copies ordered, the lower the cost per unit. For example, 5,000 copies printed on an offset press can cost as low as \$.33 each. On a digital press, 500 copies may cost as much as \$1.40 each. We recommend contacting several printers to compare prices and their technical capabilities before choosing a printer for the job.

Some printers also provide pre-press production services and can add the information for you at an additional cost. If you use this service, request that the printer send you a proof to approve it before **printing**.

## What if I have comments or corrections to this brochure?

If you have feedback or corrections to this brochure, please email them to [lquincy@consumer.org](mailto:lquincy@consumer.org)