

# AGA Marketing Dollars Program



**AGA has marketing dollars for your leads. No co-op required!**

**Earn marketing dollars with each MA application.**

**As long as the application goes effective, you earn dollars. Not just for new members anymore. Now paid out the same month as override!**

| 2/1/2024 through 9/1/2024 Effectives |                                |                 |              |
|--------------------------------------|--------------------------------|-----------------|--------------|
| Carrier                              | Marketing Bonus Time frame     | Geographic Area | Agent Amount |
| Aetna                                | 2/1/2024 - 9/1/2024 Effectives | All States      | \$10         |
| CIGNA                                | 2/1/2024 - 9/1/2024 Effectives | All States      | \$50         |
| Elevance                             | 2/1/2024 - 9/1/2024 Effectives | All States      | \$50         |
| <b>UPDATE</b> Humana                 | 2/1/2024 - 9/1/2024 Effectives | All States      | \$50         |
| UnitedHealthcare                     | 2/1/2024 - 9/1/2024 Effectives | CA Only         | \$50         |
| WellCare                             | 2/1/2024 - 9/1/2024 Effectives | All States      | \$50         |

| 6/1/2024 through 9/1/2024 Effectives |                                |                 |              |
|--------------------------------------|--------------------------------|-----------------|--------------|
| Carrier                              | Marketing Bonus Time frame     | Geographic Area | Agent Amount |
| Providence                           | 6/1/2024 - 9/1/2024 Effectives | All States      | \$20         |

| 7/1/2024 through 9/1/2024 Effectives |                                |                 |              |
|--------------------------------------|--------------------------------|-----------------|--------------|
| Carrier                              | Marketing Bonus Time frame     | Geographic Area | Agent Amount |
| <b>NEW</b> Clever Care               | 7/1/2024 - 9/1/2024 Effectives | CA              | \$20         |

- \*\*\* When marketing dollar funds have been exhausted, the program will end.
- \* If the agent has carrier marketing funds equal to or greater than the "Total Amount" of the invoice, then the "Total Amount" will be deducted from the agents carrier marketing funds. *Example, if agent's available marketing funds are \$1,000 and the submitted invoice is \$800, \$800 will be deducted from the marketing dollar program account.*
- \* Any marketing costs over what the lead program covers, will be split based on previous co-op agreements. *Example, agent has \$500 in lead co-op dollars and wants to spend \$1,000 on a marketing piece. \$500 co-op will be applied and the remaining \$500 will be split between agent and AGA.*
- \* MA enrollments only.
- \* This cannot be converted into cash, can only be used toward marketing expenses or for marketing expense reimbursement.
- \* Marketing dollars will only be available if carrier pays marketing bonus.
- \* Marketing dollars are subject to charge backs for rapid disenrollments.
- \* Only applications entered into GAIN count towards this program. Agent must submit a direct enrollment cover sheet for all Lean, Ascend, or directly submitted applications to be counted for this program.
- \* Marketing dollars in portal update as carriers pay bonus.
- \* For any marketing dollars used for reimbursement, invoice and proof of payment are required.
- \* All marketing MUST be compliant to be eligible for this program.
- \* Participation in the Marketing Dollars Program is at the discretion of AGA.
- \* Funds will no longer be available if agent requests a release from AGA.