



Sweet tooth? We have a dental plan for that.



We cover what matters.

Facebook page:	Blue Cross and Blue Shield of Alabama
Primary text:	Go with a high-quality dental plan that includes \$0 cleanings, exams, X-rays and more — so you don't have to go without the things that make life sweet. Enroll anytime.
Headline:	Choose A Dental Plan
Description:	Individual & family plans.
Landing page URL:	[https://www.bcbsal.org/sales/web/individuals/dentalblue]
CTA button:	Learn More



Have the treat *and* healthy teeth with dental coverage from Blue Cross.



We cover what matters.

Facebook page:	Blue Cross and Blue Shield of Alabama
Primary text:	Enjoy the best of both worlds. Have the occasional treat and healthy teeth with dental coverage starting at less than \$1 a day. Plus, access over 80% of Alabama dentists.
Headline:	Enroll In A Dental Plan
Description:	\$0 cleanings, X-rays & exams.
Landing page URL:	[https://www.bcbsal.org/sales/web/individuals/dentalblue]
CTA button:	Learn More



**Here's to dental coverage
that knows sweet tea is
non-negotiable.**



We cover what matters.

Facebook page:	Blue Cross and Blue Shield of Alabama
Primary text:	You need a dental plan that knows sweet tea pairs with everything from barbecue to salad. BCBSAL gets it — and we've got you covered with plans for less than \$1/day.
Headline:	Choose A Dental Plan
Description:	1,700+ Dentists In-Network.
Landing page URL:	[https://www.bcbsal.org/sales/web/individuals/dentalblue]
CTA button:	Learn More



**Low out-of-pocket costs.
High member satisfaction.**

Let Blue work for you.



We cover what matters.

Facebook page:	Blue Cross and Blue Shield of Alabama
Primary text:	Choose Blue Advantage® Premier (PPO) to enjoy a low maximum annual out-of-pocket limit, \$0 PCP visits & more.
Headline:	Join This Plan Today
Description:	Enrollment ends 12/7.
Landing page URL:	< bcbsalmedicare.com/sales/web/medicare/enroll-now >
CTA button:	Learn More

An advertisement for Blue Cross Blue Shield of Alabama. The top half features a photograph of a smiling woman with short grey hair, wearing a pink shirt and a tan vest, standing in a wooded area. The bottom half is a light blue gradient with white text. The main headline reads "Choose a plan that lets YOU choose your doctors." in a bold, sans-serif font. Below it, in a smaller font, is "Let Blue work for you." At the bottom left, there is the Blue Cross Blue Shield of Alabama logo, which consists of a blue cross and a blue shield with a white caduceus. To the right of the logo is the text "BlueCross BlueShield of Alabama" and below that, the tagline "We cover what matters." in a smaller, italicized font.

Choose a plan that lets YOU choose your doctors.
Let Blue work for you.

 **BlueCross BlueShield of Alabama**
We cover what matters.

Facebook page:	Blue Cross and Blue Shield of Alabama
Primary text:	When you have Blue Advantage® Complete (PPO), 90% of Alabama doctors & 100% of hospitals are in-network.
Headline:	Enroll By 12/7
Description:	\$0 premium plan.
Landing page URL:	< bcbsalmedicare.com/sales/web/medicare/enroll-now >
CTA button:	Learn More



**Out of town?
Stay in-network.**

Let Blue work for you.

 BlueCross BlueShield
of Alabama

We cover what matters.

Facebook page:	Blue Cross and Blue Shield of Alabama
Primary text:	C Plus SM picks up where Medicare leaves off — even when you're traveling outside of Alabama.
Headline:	Enroll in C Plus SM today
Description:	Full hospital coverage.
Landing page URL:	bcbsalmedicare.com/sales/web/medicare/enroll-now
CTA button:	Learn More

**All-in-one
plans. All for
your health.**

Let Blue work for you.



Facebook page:	Blue Cross and Blue Shield of Alabama
Primary text:	Choose an all-in-one, flexible Medicare Advantage plan that gets who you are and what you need.
Headline: <i>(Alternate headline)</i>	Get 2026 Benefit Information Today Enroll Now
Description:	Stay healthy & save money.
Landing page URL:	[bcbsalmedicare.com/sales/web/ medicare/request-coverage-options]
CTA button:	Learn More