

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:

enroll-now>

CTA button: Learn More



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.

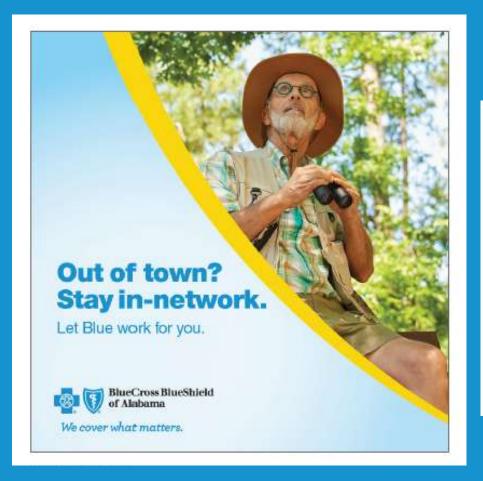
Headline: Enroll By 12/7

Description: \$0 premium plan.

Landing page URL: bcbsalmedicare.com/sales/web/medicare/

enroll-now>

CTA button: Learn More



Facebook page: Blue Cross and Blue Shield of Alabama

Primary text: C PlusSM picks up where Medicare leaves off —

even when you're traveling outside of Alabama.

Headline: Enroll in C PlusSM today

Description: Full hospital coverage.

Landing page URL: bcbsalmedicare.com/sales/web/medicare/

enroll-now

CTA button: Learn More