

Individual Marketing

The marketing team at Blue Cross and Blue Shield of Georgia (BCBSGa) is your collaborator in business success. We are excited to announce a new program designed just for our authorized Blue Cross and Blue Shield of Georgia Agents - the **Marketing Assistance Program (MAP)**.

MAP is a complete, easy-to-use online co-op advertising program that will allow you to select and customize marketing materials - Making it easier to help you advertise more effectively, and giving you a competitive edge in the marketplace. A few of the features include:

- The ability to order high-quality, customized materials online
- Allowing users to mix and match pre-approved headlines, pictures and ad copy offering greater flexibility for your specific marketing needs.
- Purchasing direct mail materials and mailing lists with option to print and ship to you, or mail directly from vendor
- Selecting messages designed to reach specific segments or prospective clients
- Additional material options including tear-offs, magnets and display ad sizes

Individual Advertising Contacts

Thank you for your interest in marketing with Blue Cross and Blue Shield of Georgia! For further information on the MAP program and customizing BCBSGa approved marketing pieces, please contact your BCBSGa Sales Representative or e-mail us at lori.calta@bcbsga.com.