



Plan Year 2026 Marketing and Communication Material Expiration September 30, 2026

All Medicare Advantage and Prescription Drug Plan (PDP) marketing and communication materials for Plan Year 2026 must be **removed from market by September 30, 2026**. This is a CMS requirement. Materials that remain in use after this date will be considered non-compliant.

If you would like to continue using any of these materials or have new materials, they must be resubmitted through your affiliate partner for review and approval for Plan Year 2027. Once approved, materials may be used beginning October 1, 2026.

For reference, assets may be approved for the following timeframes for Plan Year 2027:

Annual Enrollment Period (AEP) – October 1 - December 8, 2026

Plan Year (PY) – October 1 – September 30, 2027

Rest of Year (ROY) – January 1 – September 30, 2027

Please refer to the [Medicare Communications and Marketing Guidelines \(MCMG\)](#) should you have any further questions on material requirements.

Please be sure to distribute this compliance bulletin to all agents in your hierarchy.

IMPORTANT NOTICE: This compliance bulletin is intended strictly for licensed agent use only. Do not distribute to clients, prospects, or any unauthorized individuals.

09.02.2026_Sales, Marketing and Lead Vendor Guidance

