Exhibit II.E

IFB #EBC-2014-1 THE EMPIRE PLAN EMPLOYEE BENEFIT CARD
Employee Benefit Card Specifications

Materials

1. **Card Stock Specifications**

   - ✔ CR-80, PVC, 20 *or* 30 Mil thick
   - ✔ Core Color of the Card Stock = White
   - ✔ Core Ink for the front of the Card = Pantone 2748 screen at 20%
   - ✔ Core Ink for the back top left box = Pantone 2748 at 100%
   - ✔ Non-Variable Ink Color = Pantone 2748 at 100%
   - ✔ Variable and Non-Variable Ink Color = Black at 100%

2. **Card Carrier Specifications**

   - ✔ Paper Size = 8.5" x 11"; Weight 70# *or* 80#
   - ✔ Color of the Card Carrier = White
   - ✔ Variable and Non-Variable Ink Color = Black at 100%

3. **Envelope Stock Specifications**

   OPTION A – Custom oversize (not full face)

   - ✔ *Single-Window* Envelope
   - ✔ Size #10, Stock Weight 24#
   - ✔ Envelope Color = White

   OR

   OPTION B

   - ✔ *Double -Window* Envelope,
   - ✔ Size #10, Stock Weight 24#
   - ✔ Envelope Color = White
   - ✔ Ink Color = Black

Prototype and Information Specifications

1. **Card Stock Prototype and Information**

   a. **Front of Card**

      - ✔ Full Bleed Background color is Pantone 2748 screen at 20%

A PDF of the required EBC layout will be supplied by the Department to the successful Offeror during the Implementation Period.

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- ✓ Non-variable information

    -"The Empire Plan" in Pantone 2748/NYSHIP Logo in Stock White

    > 1200 dpi

    > Size: 2.9351' x .9717'

    > Placement: .0357' from the top

    -"New York State Health Insurance Program" in Pantone 2748

    > Font: Univers 57 Condensed Oblique, 5pt

    > Placement: centered, 1.901" from the top

- ✓ Variable information printed in Black at 100%:

    -Enrollee names (up to six names of up to 28 characters each)

    > Font: B Univers 65 Bold, 8pt

    -Enrollee identification number (nine numeric digits)

    > Font: B Univers 65 Bold, 16pt

b. **Back of Card**

- ✓ Non-variable information:

    -Blue Box

    > Color: Pantone 2748 at 100%

    > Size: 1.3438" x 1.3438"

    > Placement: bleeds off left & top .125"

    -Text in the Blue Box – "For enrollee services, precertification and provider

      relations, please call:"

    > Size: 1.0417" x .6667"

    > Placement: .125" from left & .1563" from top

    > Font: Univers 67 Bold Condensed, 8pt

    > Horizontal Scale 105%, centered

    -Text in the Blue Box - 1-877-7-NYSHIP (1-877-769-7447)

    > Size: 1.0417" x .3653"

    > Placement: .125" from left & .8264" from top

    > Font: Univers 67 Bold Condensed, 11pt

    > Horizontal Scale 105%, centered

    -The remainder of the information on the back of the card in Black 100%, see

    example in Exhibit II.A

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2. <u>**Card Carrier Prototype and Information**</u>

Option A	Option B
Single-Window Envelope	*Double-Window Envelope*

Front of Card Carrier
 	
Variable information printed in black at 100%:
 	
▪ Information that **MUST** appear in the Envelope window when Card Carrier is tri-folded:
 	
    -Name and address of the employing agency in font Cambria 10.0
    -Name and address of the Enrollee in font Cambria 10.0
 	
▪ Information that **MUST NOT** appear in the Envelope window when the Card Carrier is tri-folded:
 	
    -Enrollee's Empire Plan identification number
    -Number of cards issued
 	
Non-variable information printed in black at 100%
 	
▪ Information that **MUST** appear in the Envelope window when Card Carrier is tri-folded:
 	
    -New York State Logo printed to the left of employing agency
    -"Important Empire Plan Information Enclosed" printed at top of window in font Helvetica-Bold 10.0
    -"Return Service Requested" printed in between employing agency and Enrollee address in font Helvetica Bold 10.0
	Front of Card Carrier
	
	Variable information printed in Black at 100%
	
	▪ Information that **MUST** appear in the Envelope window when the Card Carrier is tri-folded:
	
	    -Name and address of the employing agency in the top left window in font Cambria 10.0
	    -Name and address of the Enrollee in the lower center window in font Cambria 10.0
	
	▪ Information that **MUST NOT** appear in the Envelope window when the Card Carrier is tri-folded:
	
	    -Enrollee's Empire Plan identification number
	    -Number of cards issued
	
	▪ Additional information on the Card Carrier that **MUST NOT** appear in the Envelope window(s):
	
	    -NYSHIP Logo top right side
	    -"For New York Government -Employees" centered directly below the NYSHIP Logo in StoneSans 11.0
	    -"New York State Health Insurance Program…" directly below "For New York…", text aligned to the left, in Times Roman 12.0

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Option A	Option B
Single-Window Envelope	*Double-Window Envelope*
▪ Additional information on the Card Carrier that **MUST NOT** appear in the Envelope window(s): -NYSHIP Logo top right side -"For New York Government -Employees" centered directly below the NYSHIP Logo in StoneSans 11.0 -"New York State Health Insurance Program…" directly below "For New York…", text aligned to the left, in Times Roman 12.0 -"PLEASE READ THE INFORMATION ON THE REVERSE SIDE CAREFULLY" centered on the bottom of the Card Carrier in Univers Bold 12.0 -"RECEIPT OF THIS…" centered directly under "PLEASE READ…" in Univers 11.0	-"PLEASE READ THE INFORMATION ON THE REVERSE SIDE CAREFULLY" centered on the bottom of the Card Carrier in Univers Bold 12.0 -"RECEIPT OF THIS…" centered directly under "PLEASE READ…" in Univers 11.0
Back of Card Carrier Non-variable information printed in Black at 100% ▪ All information on the back of the Card Carrier is non-variable -"PLEASE READ…"; and IMPORTANT NOTICE have a black background with white text in all caps in font Univers, Bold 13.0 -"STEPS THE….has a black background with white text in all caps in font Univers, Bold 11.0 -All information in black text is Times Roman 12.0 with the last paragraph in bold	**Back of Card Carrier** Non-variable information printed in Black at 100% ▪ All information on the back of the Card Carrier is non-variable -"PLEASE READ…."; and IMPORTANT NOTICE have a black background with white text in all caps in font Univers, Bold 13.0 -"STEPS THE… has a black background with white text in all caps in font Univers, Bold 11.0 -All information in black text is Times Roman 12.0 with the last paragraph in bold

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3. <u>**Envelope Prototype and Information**</u>

Option A	Option B
Single-Window Envelope	*Double-Window Envelope*
Non-variable information printed ***on the front of the Envelope*** in Black at 100% ▪ Indicia in font Helvetica 10.0	Non-variable information printed ***on the front of the Envelope*** in Black at 100% ▪ "Return Service Requested" between the windows in font Helvetica-Bold 10.0 ▪ New York State Logo printed on the left of the top window ▪ "Important Empire Plan Information Enclosed" printed above the top window in font Helvetica-Bold 14.0 ▪ Indicia in font Helvetica 10.0

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