

Ad Partner	County	City
Clear Channel Outdoor	Yolo	Davis
Clear Channel Outdoor	Sacramento	Sacramento
Clear Channel Outdoor	Sacramento	Sacramento
Clear Channel Outdoor	Sacramento	Arden-Arcade

Lamar Advertising	Colusa	Williams
Lamar Advertising	Lake	Upper Lake
Lamar Advertising	Colusa	Williams

Stott Outdoor Advertising	Butte	Oroville
Stott Outdoor Advertising	Butte	Chico
Stott Outdoor Advertising	Sutter	Yuba City
Stott Outdoor Advertising	Sutter	Yuba City
Stott Outdoor Advertising	Yuba	Marysville
Stott Outdoor Advertising	Shasta	Redding

Allpoints Advertising	Humboldt	Eureka
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Address	Ad Type	Ad Size
I-80 NS 8.8ft W/O Sacto Cl F/W - 1	Bulletin - Static	12x24
Folsom NS 5ft E/O 32nd F/E - 1	Bus Shelters	5x3
Fair Oaks Blvd SS 5ft E/O Campus Commons F/W - 1	Bus Shelters	5x3
Watt Av WS 5ft S/O El Camino F/S - 2	Bus Shelters	5x3
EL I-5 .9 MI. N/O HUSTED RD.	JR Bulletin - Static	10x30
SL HWY 20 .5 MI E/O RECLAMATION ROAD EAST FACING	JR Bulletin - Static	14x20
SL HWY 20 50' E/O FRESHWATER FACING EAST	JR Bulletin - Static	10x30
South side of Oro Dam Blvd HWY 162 175' W of 7th Ave.	Bulletin - Digital	12x24
South side of Hwy 32, 350' west of East Ave	Bulletin - Digital	10x30
East side of Hwy 99, 600' south of Reed Rd	JR Poster - Static	5x11
5 Rotating Posters - see attached map for locations	Bus Shelters	46" x 66.5"
South side of Beale Rd, 50' east of Avondale	JR Poster - Static	5x11
5 Rotating Posters - see attached map for locations	Bus Shelters	46" x 66.5"
Hwy 101 300' N/O Sunset	Bulletin - Digital	10x20

Available	Total Impressions
10/4/2021 - 12/12/2021	3,365,740
10/4/2021 - 12/12/2021	1,875,200
10/4/2021 - 12/12/2021	1,283,310
10/4/2021 - 12/12/2021	2,249,940
10/4/2021 - 12/12/2021	747,570
10/4/2021 - 12/12/2021	141,400
10/4/2021 - 12/12/2021	213,030
9/27/2021 - 12/19/2021	1,737,315
9/27/2021 - 12/19/2021	1,205,028
10/1/2021 - 12/1/2021	492,400
10/15/2021 - 12/15/2021	1,221,750
10/1/2021 - 12/1/2021	225,714
10/15/2021 - 12/15/2021	1,140,620
10/4/2021 - 12/12/2021	500,000

Ad Partner	County(s)	Station
iHeart	Yolo, Sutter, Sacramento, and Placer	KBEB-FM
iHeart	Yolo, Sutter, Sacramento, and Placer	KBEB-FM
iHeart	Sutter, Yolo, Yuba, Sacramento, Placer, Glenn, Colusa, and Butte	KFBK-AM
iHeart	Sutter, Yolo, Yuba, Sacramento, Placer, Glenn, Colusa, and Butte	KFBK-AM
iHeart	Yuba, Sutter, Sacramento, Placer, Colusa, and Butte	KYHL-FM
iHeart	Yuba, Sutter, Sacramento, Placer, Colusa, and Butte	KYHL-FM
iHeart	Sonoma	KMEL-FM
iHeart	Sonoma	KMEL-FM
iHeart	Sonoma and Lake	KISQ-FM
iHeart	Sonoma and Lake	KISQ-FM
Stephens Media Group	Butte and Shasta	KALF-FM
Stephens Media Group	Butte and Shasta	KALF-FM
Stephens Media Group	Shasta	KQMS-AM
Stephens Media Group	Shasta	KQMS-AM

Format	Total Spots	Average Weekly Spots	Spot Length	Gross Impressions
Adult Contemporary	160	16	60 seconds	740,000
Adult Contemporary	160	16	30 seconds	740,000
News Talk Information	130	13	60 seconds	1,430,000
News Talk Information	160	16	30 seconds	1,979,000
Classic Hip-Hop	160	16	60 seconds	575,000
Classic Hip-Hop	160	16	30 seconds	575,000
Hip-Hop / R&B	100	10	60 seconds	862,000
Hip-Hop / R&B	110	11	30 seconds	944,000
Adult Contemporary	100	10	60 seconds	1,302,000
Adult Contemporary	110	11	30 seconds	1,428,000
New Country	220	20	60 seconds	NA
New Country	220	20	30 seconds	NA
News Talk Information	225	20	60 seconds	NA
News Talk Information	220	20	30 seconds	NA
	2235			10,575,000

Reach	Cume	Campaign Dates	Primary Audience
375,549	898,300	10/4/21 - 12/12/21	18+
375,549	898,300	10/4/21 - 12/12/21	18+
617,548	1,174,400	10/4/21 - 12/12/21	18+
662,972	1,174,400	10/4/21 - 12/12/21	18+
342,923	994,600	10/4/21 - 12/12/21	18+
342,823	994,600	10/4/21 - 12/12/21	18+
604,827	2,292,200	10/4/21 - 12/12/21	18+
660,574	2,292,200	10/4/21 - 12/12/21	18+
880,870	3,070,500	10/4/21 - 12/12/21	18+
962,594	3,070,500	10/4/21 - 12/12/21	18+
NA	22,990	9/27/21 - 12/12/21	18+
NA	22,990	9/27/21 - 12/12/21	18+
NA	20,020	9/27/21 - 12/12/21	18+
NA	20,020	9/27/21 - 12/12/21	18+
5,826,229	16,946,020		