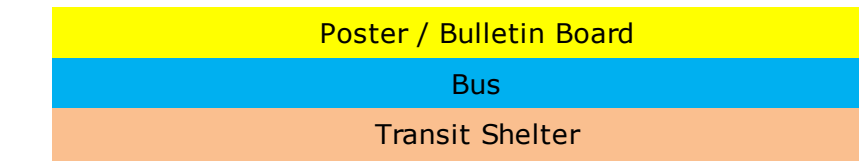




Media Plan

Client: California Citizens Redistricting Commission  
 Project: September to December 2021  
 Region: Zone F and Zone G  
 Medium: Out of Home  
 Original Date: 9/13/2021  
 Revised Date: 9/22/2021



Media	Size	Language	County	City	Location Description	Zip Code	Total Impressions/Week	September 2021				October 2021				November 2021				December 2021				Total # of Spots
								6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	
<b>Zone F - Fresno, Kern, Kings, Madera, Merced, San Joaquin, Stanislaus, Tulare</b>																								
<b>Fresno County</b>																								
<b>Poster/Bulletin Board</b>																								
Board #6162A1	10' x 22' w	English	Fresno	Fresno	Fred SJO Thomas ES.FN	93701	96,883																	
Board #6398A1	10' x 22' w	Spanish	Fresno	Fresno	Cedar 100 W/O Tulare ES.FN	93703	87,563																	
Board #7157B2	10' x 22' w	English	Fresno	Fresno	Mckinley 100 W/O Backstone NS.F.E	93703	108,924																	
Board #6269A1	10' x 22' w	Spanish	Fresno	Fresno	Selmont 118 W/O Clark SS.FW	93730	42,388																	
Board #6802B2	10' x 22' w	English	Fresno	Fresno	Us 99 290 E/SO Mabga Ave W/S.FN	93725	311,318																	
<b>Subtotal Fresno County</b>																								
<b>Kern County</b>																								
<b>Poster/Bulletin Board</b>																								
Board #68209A	14x4F	English	Kern	Tehachap	Hay 58 1.60 mi E/O M8 St. S/S.F.W	93561	55,553																	
Board # 33402	10' x 22' w	English	Kern	Burbn/Wflow	St. Hwy 58 507 E/O Meadow (RP)	93206	38,210																	
<b>Subtotal Kern County</b>																								
<b>Bus Shelter</b>																								
City of Delano - Shelter # 54, # 516 and #521	48' w x 67' h (Two Sides)	English/Spanish	Kern	Delano	#54- Kensington & Cecil @ Factory 2 U. #516- Jefferson & 6th @ Jefferson Park and 521- Cecil & Randolph @ 7th Ave	NA	NA																	
<b>Subtotal Bus Shelter</b>																								
<b>Buses</b>																								
City of Delano - Bus King	266' w x 917' h	Spanish	Kern	Delano	Bus King Full Side - Street Side	NA	NA																	
<b>Subtotal Buses</b>																								
<b>Sub Total Kern:</b>																								
<b>Kings County</b>																								
<b>Buses</b>																								
City of Hanford/Lemoore/Avenal-Bus King	160' w x 397' h	English	Kings	Hanford, Lemoore, Avenal	Bus King Street Side	NA	NA																	
<b>Subtotal Buses</b>																								
<b>Bus Shelter</b>																								
City of Hanford/Lemoore/Avenal-Shelter	45' x 67' (Two Sides)	English/Spanish	Kings	Hanford, Lemoore, Avenal	Route 20 Stop 12 - 19th Ave @ Plaza Hut, Route 6 Stop 3 - Lacey Blvd @ Government Center, Route 5 Stop #12- Hanford, Arroyo Rd @ Central Park, and Route 12 Stop 27- Sycamore & Union at Chevron	NA	NA																	
<b>Subtotal Bus Shelter</b>																								
<b>Sub Total Kings:</b>																								
<b>Merced County</b>																								
<b>Poster/Bulletin Board</b>																								
Board # 7109-2	10' x 22' w	English	Merced	Merced	Santa Fe 99 mile N/O S/S9 E/S/F/S	95348	66,998																	
Board #616-1	10' x 22' w	English	Merced	Merced	Santa Fe 135 E/SO Jackson ES.FN	95353	7,238																	
<b>Subtotal Merced County</b>																								
<b>San Joaquin County</b>																								
<b>Poster</b>																								
Board # 6937B	10' x 22' w	English	San Joaquin	Lock	Charolene Lane 100.00 E/SO Hale ES.F.S	95240	100,716																	
Board # 6491	10' x 22' w	English	San Joaquin	Stockton	Main Street & 4th Street S/S.F.E	95205	16,409																	
Board # 5332A	10' x 22' w	English	San Joaquin	Stockton	Waterloo Road 163.00 E/O Siskiwit Avenue NS.F.E	95206	53,989																	
Board # 4635A	10' x 22' w	English	San Joaquin	Lock	Elm 150.00 E/O Main Street NS.F.E	95240	34,856																	
<b>Subtotal San Joaquin County</b>																								
<b>Bus Shelter</b>																								
City of Manteca - Shelter #MT02, #MT07 and #MT03	46' w x 66.5' h (Two Sides)	English / Spanish	San Joaquin	Manteca	#MT02- E Yosemite Ave & Northwoods Ave, #MT07- W Yosemite Ave & Grand Pine Ave and #MT03- S Main St & Ramp to Hwy 120	NA	NA																	
<b>Subtotal Bus Shelter</b>																								
<b>Buses</b>																								
City of Stockton - Bus King	30' x 144'	English	San Joaquin	Stockton	Bus King Street Side	NA	NA																	
<b>Subtotal Buses</b>																								
<b>Sub Total San Joaquin:</b>																								
<b>Stanislaus County</b>																								
<b>Poster/Bulletin Board</b>																								
Board # 4070F	10' x 22' w	English	Stanislaus	Turlock	South Golden State Blvd 100.00 E/O F. Street W/S.F.N	95380	31,322																	
Board # 4025B	10' x 22' w	English	Stanislaus	Modesto	N. Yosemite & Riverside, Modesto F.E	95354	70,895																	
<b>Subtotal Stanislaus County</b>																								
<b>Bus</b>																								
City of Turlock - Bus King	30' x 144'	English	Stanislaus	Turlock	Bus King Street Side	NA	NA																	
City of Modesto - Bus King	30' x 144'	English	Stanislaus	Modesto	Bus King Street Side	NA	NA																	
<b>Subtotal Buses</b>																								
<b>Sub Total Stanislaus:</b>																								
<b>Tulare County</b>																								
<b>Poster/Bulletin Board</b>																								
Board # 3248G1	10' x 22' w	English	Tulare	Poleby	Us 99 50 mi N/O Road 124 W/S.F.N	93256	88,102																	
<b>Subtotal Tulare County</b>																								
<b>Transit Shelter</b>																								
City of Porterville - Shelter # 526, #514 and #515	45' w x 67' h (Two Sides)	English / Spanish	Tulare	Porterville	#508- Henderson & Prospect #514- W. Morton Ave. @ Social Security Office and #515- W. Vandala @ Lowe's	NA	NA																	
<b>Subtotal Transit Shelter/Tulare</b>																								
<b>Buses</b>																								
City of Tulare - Bus Queen Kong	90' w x 99' h	English	Tulare	Tulare	Bus Queen Kong - Curb Side	NA	NA																	
City of Porterville - Bus Queen Kong	90' w x 99' h	English	Tulare	Porterville	Bus Queen Kong - Curb Side	NA	NA																	
City of Visalia - Bus King Kong	142' w x 94' h	English	Tulare	Visalia	Bus King Kong Street Side	NA	NA																	
<b>Subtotal Buses</b>																								
<b>Sub Total Tulare:</b>																								
<b>Madera County</b>																								
<b>Poster/Bulletin Board</b>																								
Board # 149AF	10' x 22' w	English	Madera	Chowchilla	St 152 7004 E/O Robertson Blvd S/S.F.E	93610	24,334																	
<b>Subtotal Madera County</b>																								
<b>Sub Total Madera:</b>																								
<b>Total Zone F</b>																								
<b>Zone G - Alpine, Amador, Calaveras, Mariposa, Mono, Inyo, Tuolumne</b>																								
<b>Calaveras County</b>																								
<b>Poster/Bulletin Board</b>																								
Board #627B	8'x8'	English	Calaveras	Valley Springs	Hay 12 5.50 mi W/O San Andreas S/S.F.W	95222	101,888																	
Board # 575	5'x10'	English	Calaveras	Fourth Crossing (Incorporated Area)	Hay 49 6.50 mi N/O Angels Camp W/S.F.N	95222	84,132																	
Board # 4997	8'x8'	English	Calaveras	Valley Springs	No Hay 12 2.90 mi W/O San Andreas F.W	95292	59,352																	
<b>Subtotal Calaveras County</b>																								
<b>Sub Total Calaveras:</b>																								
<b>Total Zone G</b>																								
<b>Zone F and Zone G - Grand Total:</b>																								

Approved By: \_\_\_\_\_  
 Date: \_\_\_\_\_