

ADVERTISING CONTRACTS REPORT

RADIO ADVERTISING SPOTS						
ZONE	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL	IMPRESSIONS
ABD	320	860	860	195	2,235	10,575,000
C	158	800	524	614	2,096	N/A
E	1,190	1,179	806	806	3,992	22,272,914
FG	0	1,252	1,366	469	3,087	11,447,346
HJ	143	838	365	78	1,424	N/A
IK	549	388	375	438	1,750	71,530,375

BILLBOARD/BUS SHELTERS ADVERTISING SPOTS						
ZONE	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL	IMPRESSIONS
ABD	3	24	25	25	77	33,176,940
C	0	51	54	4	109	N/A
E	53	49	41	32	175	17,258,933
FG	10	10	31	19	70	9,360,157
HJ	19	39	20	0	78	N/A
IK	48	48	48	48	192	N/A

SOCIAL MEDIA ADVERTISING				
	PLATFORM	IMPRESSIONS	CLICKS	VIEWS
OCTOBER	Google	4,889,392	28,636	413,813
	FB	88,137	1,468	541
	Total	4,977,529	30,104	414,354
NOVEMBER	Google	13,781,079	172,143	196,958
	FB	1,946,837	19,279	141,525
	Total	15,727,916	191,422	338,483
DECEMBER	Google	258,363	359	120,370
	FB	3,218,279	89,316	64,561
	Total	3,476,642	89,675	184,931
TOTALS	Google	18,928,834	201,138	731,141
	FB	5,253,253	110,063	206,627
	Total	24,182,087	311,201	937,768

Impressions--the total number of times social media browsers have been showed your content.

Clicks—frequency in which a visitor clicked on your content.

Views—number of views your content gets on social media.

PRINT ADVERTISING							
	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL	REACH	
CCN	298	596	608	644	2146	4.2+ million/week	
CDN	48	96	96	96	336	13.2 million/week	
					TOTAL	2,482	17.4 million/week

CCN--California Community Newspapers

CDN--California Daily Newspapers

ETHNIC MEDIA ADVERTISING					
10 Languages	141 Media Outlets	7 Briefings/ Forums	1 Advertorial Campaign	81 Stories Written	3.3 Million Impressions
Arabic, Chinese, English, Japanese, Khmer, Korean, Russian, Spanish, Thai, and Vietnamese.	Publishers, Editors, and reporters from across the state participated.	Conversations that brought journalists, activists and average citizens together.	Messaging through multiple languages and multimedia platforms.		Amplified ethnic media outlets, messages reached millions of residents.