

Network for a Healthy California Bay Area Region

2010 Advertising Support -- What's Harder Campaign

	April	May	June	July	August	Sept	Oct
Multi-Cultural English-Language							
Outdoor 30-Sheet Posters - 72 Units/Month	Outdoor	----->	Outdoor	----->	Outdoor	----->	
8-Sheet Posters - East Bay - 24 Units/Month	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	
Catering Trucks - San Francisco/Santa Clara 22 Units/Month	Catering Trucks						
Spanish Language							
Television KDTV, KFSF, KSTS Program Examples: Levantate, Caso Cerrado, Al Rojo Vivo, E!, Privilegio, Betty La Fea, Valeria, Las Tontas, Nuevo Rico Nuevo, Lo Mejor De Caso	TV	TV	TV	TV	TV	TV	TV
Outdoor 8-Sheet Posters - 7 Units/Month	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	
Catering Trucks - Santa Clara County 50 Units/Month	Catering Trucks						