

Network for a Healthy California Central Coast Region

2012 Advertising Support -- What's Harder Campaign

	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	
Multi-Cultural English Language Television KCBA, KION, KSBW, NSBW <u>Program Examples</u> (subject to change): Today Show, Live with Kelly, Access Hollywood, Rachel Ray, Extra, Good Day Sacramento, Judge Judy, Swift Justice, Judge Joe Brown, Judge Alex, Dr. Drew's Lifechangers, People's Court, Dr. Phil, King of Queens, Til Death, Price is Right, The Talk, Doctors, ET, Friends, How I Met Your Mother, Big Bang Theory, Seinfeld, Two & a Half Men, 30 Rock, Good Morning America, The View, Ellen, Jeopardy, Wheel of Fortune Outdoor 3 Boards/Month Transit - 18 Units/Month (Monterey/Santa Cruz Counties)				TV	TV	TV	TV	TV	
				Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	
				Transit	Transit	Transit	Transit	Transit	
Spanish Language Television KDJT, KMUV, KSMS <u>Program Examples</u> (subject to change): Al Rojo Vivo, Caso Cerrado, Edicion Estelar, 12 Corazones, Mi Corazon Insiste, Flor Salvje, El Gordo y La Flaca, Primer Impacto, La Fuerza Del Destino, Una Familia Con Suerte, Despierta America, Hoy Radio KLOK, KPRC, KSES (Monterey Metro) Outdoor 3 Boards/Month Transit - 18 Units/Month (Monterey/Santa Cruz Counties) Catering Truck Posters				TV	TV	TV	TV	TV	
				Radio	Radio	Radio	Radio	Radio	
				Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	
				Transit	Transit	Transit	Transit	Transit	
				Catering Trucks					