



### Inland Desert 2016 Advertising Support

	Apr.			May				June				July				Aug.				Sept.																								
	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26																		
<b>Multicultural English-language Media</b>																																												
<b>Be Better</b>																																												
<b>Television</b> <u>Los Angeles DMA</u> KABC (ABC), KCAL (Ind), KCBS (CBS), KCOP (MNT), KDOC (Ind), KNBC (NBC), KTLA (CW), KTTV (Fox)  <u>Program Examples</u> Eyewitness News Morning, Good Morning America, Live with Kelly and Michael, The View, Eyewitness News at 11am, The Chew, Rachael Ray, General Hospital, FABLife, Judge Cristina Perez, Judge Karen Mills, The 700 Club, Judge Mathis, The Doctors, KCAL 9 News at 12pm, Judge Ross, Judge Mathis, People's Court, Inside Edition, People's Court, Family Feud, 2 Broke Girls, Mike & Molly, CBS Early Morning News Rotation, Judge Judy, Dr. Phil, Insider, Entertainment Tonight, Insider Weekend, I Love Lucy, Divorce Court, Law & Order, Right This Minute, Dr. Oz, The Real, Wendy Williams, Anger Management, How I Met Your Mother	TV						TV						TV		TV																													
<b>Outdoor</b> Qualifying census tracts within the San Diego and Los Angeles DMAs	Outdoor						Outdoor																																					
<b>Transit Interior Cards</b> San Diego DMA	Transit Interior Cards		Transit Interior Cards		Transit Interior Cards		Transit Interior Cards		Transit Interior Cards		Transit Interior Cards		Transit Interior Cards		Transit Interior Cards																													
<b>Radio</b> <u>San Diego and Riverside-San Bernardino metro markets</u> KSSX-FM, KHTS-FM, KGGI-FM, KRRL-FM	Radio		Radio		Radio		Radio		Radio		Radio		Radio		Radio																													
<b>Digital</b> Statewide	Digital																																											
<b>Spanish-language Media</b>																																												
<b>Be Better</b>																																												
<b>Television</b> Los Angeles, Palm Springs and San Diego DMAs KFTR (UniMas), KMEX (Univision), KRCA (Estrella), KVEA (Telemundo), KWHY (Mundomax), KUNA (Telemundo), KVER (Univision), KBNT (Univision), KDTF (UniMas), XHAS (Telemundo)  <u>Program Examples</u> Hasta Que Dinero, Cine En Familia, A Primera Hora, Despierta America, Amores Verdadero, La Rosa de Guadalupe, Como Dice El Dicho, Sabidazo, Primer Impacto, El Gordo Y La Flaca, Cine de la Tarde, Alarma TV, Historias Delirantes, Cine de Accion, Gran Cine 2, Un Nuevo Dia, Suleiman, Cien Latinos Aihoron Amor De Contrabando/Maldita Tentacion	TV		TV		TV		TV		TV		TV		TV																															
<b>Outdoor</b> Qualifying census tracts within the Los Angeles DMA, Inland Empire, Imperial County, Coachella Valley and San Diego metro markets	Outdoor						Outdoor																																					
<b>Transit Interior Cards</b> San Diego DMA	Transit Interior Cards		Transit Interior Cards		Transit Interior Cards		Transit Interior Cards		Transit Interior Cards		Transit Interior Cards		Transit Interior Cards		Transit Interior Cards																													
<b>Radio</b> Riverside, Coachella Valley, Palm Springs, Victor Valley and San Diego metro markets KLVE-FM, KSCA-FM, KLYY-FM, KRCD-FM, KRQB-FM, KUNA-FM, KLINV-FM, KLOV-FM, XLTN-FM	Radio		Radio		Radio		Radio		Radio		Radio		Radio		Radio		Radio																											
<b>Digital</b> Statewide	Digital																																											