

## Network for a Healthy California Sacramento

### 2009 Advertising Support -- Ownership Campaign

	April	May	June	July	August	Sept	Oct
<b>Multi-Cultural English-Language</b> <u>Television</u> KCRA, KMAX, KOVR, KQCA, KTXL, KXTV Program Examples: Rachael Ray, The Doctors, Oprah Winfrey, Good Morning America, Regis & Kelly, The View, Wheel of Fortune, Today Show, Judge Judy, Maury Povich, Access Hollywood, Wheel of Fortune, Entertainment Tonight, Seinfeld  <u>Outdoor</u> 29 Boards/month; 7 Transit Shelters/month  Catering Truck Posters - 16 Units/month	TV	TV	TV	TV	TV	TV	TV
	Outdoor	→	Outdoor	→	Outdoor		
	Catering Trucks						
<b>Spanish Language</b> <u>Television</u> KCSO, KTFK, KUVS  <u>Radio</u> Stockton, Modesto Metro Areas KMIX-FM, KTSE-FM  <u>Outdoor</u> 8 Boards/month; 5 Transit Shelters/month Catering Truck Posters - Stockton/Modesto 21 Units/month	TV	TV	TV	TV	TV	TV	TV
	Radio				Radio		
	Outdoor	→	Outdoor	→	Outdoor		
	Catering Trucks						