

**NEOPB
Chico DMA
2014 Advertising Support**

	Apr.				May				June				July				Aug.				Sept.							
	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29		
Multicultural English-language Media <i>Join the movement!, Not My Kids, Legacy of Health campaigns</i> Television <i>KCVU (Fox), KHSL (CBS), KNVN (NBC), KRCR (ABC), KRVU (MNT), NHSL (CW)</i> <i>Program Examples</i> <i>Friends, Big Bang Theory, Two and a Half Men, Price is Right, Bold and the Beautiful, The Talk, Access Hollywood, Today Show, Live with Kelly and Michael, Ellen, Maury</i>	TV								TV				TV				TV				TV							
Outdoor	Outdoor								Outdoor				Outdoor								Outdoor							
Digital	Digital																											
Spanish-language Media <i>¡Únase al movimiento!, A Mis Hijos No campaigns</i> Radio <i>KRCX-FM</i>																												
Digital	Digital																											