

NEOPB
San Francisco 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>																										
Outdoor	Outdoor				Outdoor				Outdoor				Outdoor													
Digital	Digital																									
Spanish-language Media <i>¡Únase al movimiento!, A Mis Hijos No campaigns</i>																										
Digital	Digital																									
African American Media <i>Legacy of Health campaign</i>																										
Outdoor	Outdoor				Outdoor				Outdoor				Outdoor													
Radio <i>KMEL-FM, KISQ-FM</i>	Radio																									