



## Delta and Gold Country 2015 Advertising Support

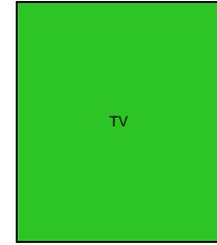
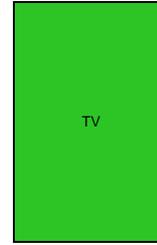
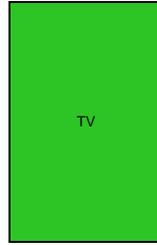
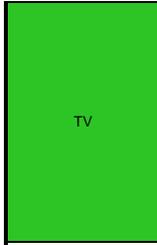
	Apr.			May				June				July			Aug.				Sept.								
	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	1	
<b>Multicultural English-language Media</b> <i>Join the Movement, Not My Kids, Legacy of Health campaigns</i>																											
<b>Television</b> Sacramento/Stockton/Modesto and Fresno/Visalia DMAs KAIL (MNT), KFRE (CW), KFSN (ABC), KGPE (CBS), KMPH (FOX), KSEE (NBC), KCRA (NBC), KMAX (CW), KOVR (CBS), KQCA (MNT), KTXL (FOX), KXTV (ABC)																											
<u>Program Examples</u> Judge Mathis, Maury Povich, Meredith Vieira, Judge Judy, Hot Bench, Family Guy, Judge Cristina, Judge Faith, People's Court, Divorce Court, paternity Court, Steve Wilkos, Jerry Springer, Bill Cunningham, The Middle, Mike & Molly, Rules of Engagement, Live with Kelly & Michael, The View, Midday News, Who Wants to be a Millionaire, The Chew, General Hospital, Dr. Oz, The Real, The Doctors, Price is Right, Young & the Restless, Midday News, Bold & the Beautiful, The Talk, Let's Make a Deal, Rachael Ray, Ellen, Extra, Great Day 6-7am Great Day 7-9a, Wendy Williams, Valley Life, KGPE Midday News, Cops, People's Court, Celebrity Name Game, Steve Harvey, Family Feud																											
<b>Outdoor</b> Qualifying census tracts within the Sacramento/Stockton/Modesto DMA																											
<b>Transit Interior Cards</b> Sacramento																											
<b>Urban Radio</b> Sacramento metro market KHHM-FM, KHYL-FM																											
<b>Digital</b> Statewide	Digital																										
<b>Spanish-language Media</b> <i>Únase al movimiento, A mis hijos no campaigns</i>																											

**Television**

Sacramento/Stockton/Modesto and Fresno/Visalia DMAs  
KFTV (Univision), KNSO (Telemundo), KTFE (UniMas), KCSTO (Telemundo), KTFK (UniMas), KUVS (Univision)

Program Examples

Despierta America, La Rosa de Guadalupe, El Gordo Y La Flaca, Hoy, Como Dice el Dicho, Teresa, Sabadazo, Hasta Mundo, Caso Cerrado, Al Rojo Vivo, Un Nuevo Dia, Sr. Acero, Cineplex, Laura, el Chavo, Cine de las Estrellas



**Outdoor**

Qualifying census tracts within the Sacramento/Stockton/Modesto DMA with concentration in San Joaquin County



**Transit Interior Cards**

Sacramento



**Radio**

Sacramento, Stockton, Merced and Modesto metro markets  
KLBN-FM, KLLF-FM, KFOS-FM, KLOQ-FM, KTSE-FM, KBFP-FM, KIWI-FM



**Digital**

Statewide

