



**San Francisco Bay Area
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		
Multicultural English-language Media <i>Join the Movement, Not My Kids, Legacy of Health campaigns</i>																												
Outdoor Qualifying census tracts within the San Francisco DMA and the East Bay	Outdoor							Outdoor				Outdoor							Outdoor									
Urban Radio San Francisco metro market KMEL-FM	Radio							Radio																				
Digital Statewide	Digital																											
Spanish-language Media <i>Únase al movimiento, A mis hijos no campaigns</i>																												
Digital Statewide	Digital																											