

**Network for a Healthy California
Los Angeles/San Bernardino/Riverside
2009 Advertising Support -- Ownership Campaign**

	April	May	June	July	August	Sept	Oct
Multi-Cultural English-Language <u>Television</u> KABC, KCAL, KCBS, KCOP, KDOC, KNBC, KTLA, KTTV <u>Program Examples:</u> Rachael Ray, The Doctors, Oprah Winfrey, Good Morning America, Regis & Kelly, The View, Today Show, Divorce Court, Judge Hatchett, Maury Povich, Access Hollywood, Wheel of Fortune, Entertainment Tonight, Insider, Ellen, Dr. Phil <u>Outdoor</u> 150-360 Boards/Month 40 Transit Shelters (LA/Orange County) Catering Truck Posters - 38 Units/month	TV	TV	TV	TV	TV	TV	TV
	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	
	Catering Trucks						
Spanish Language <u>Television</u> KAZA, KFTR, KMEX, KRCA, KVEA, KWHY <u>Radio</u> Los Angeles, Riverside, Oxnard, Victor Valley Metro Areas KLVE-FM, KLYY-FM, KRCD-FM, KSCA-FM, KXLM-FM <u>Outdoor</u> LA Metro: 65-165 Boards/Month LA/Orange County: 21 Transit Selters/Month San Bernardino/Riverside: 16 Boards/Month Catering Truck Posters - 73 Units	TV	TV	TV	TV	TV	TV	TV
	Radio				Radio		
	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	Outdoor	
	Catering Trucks						