

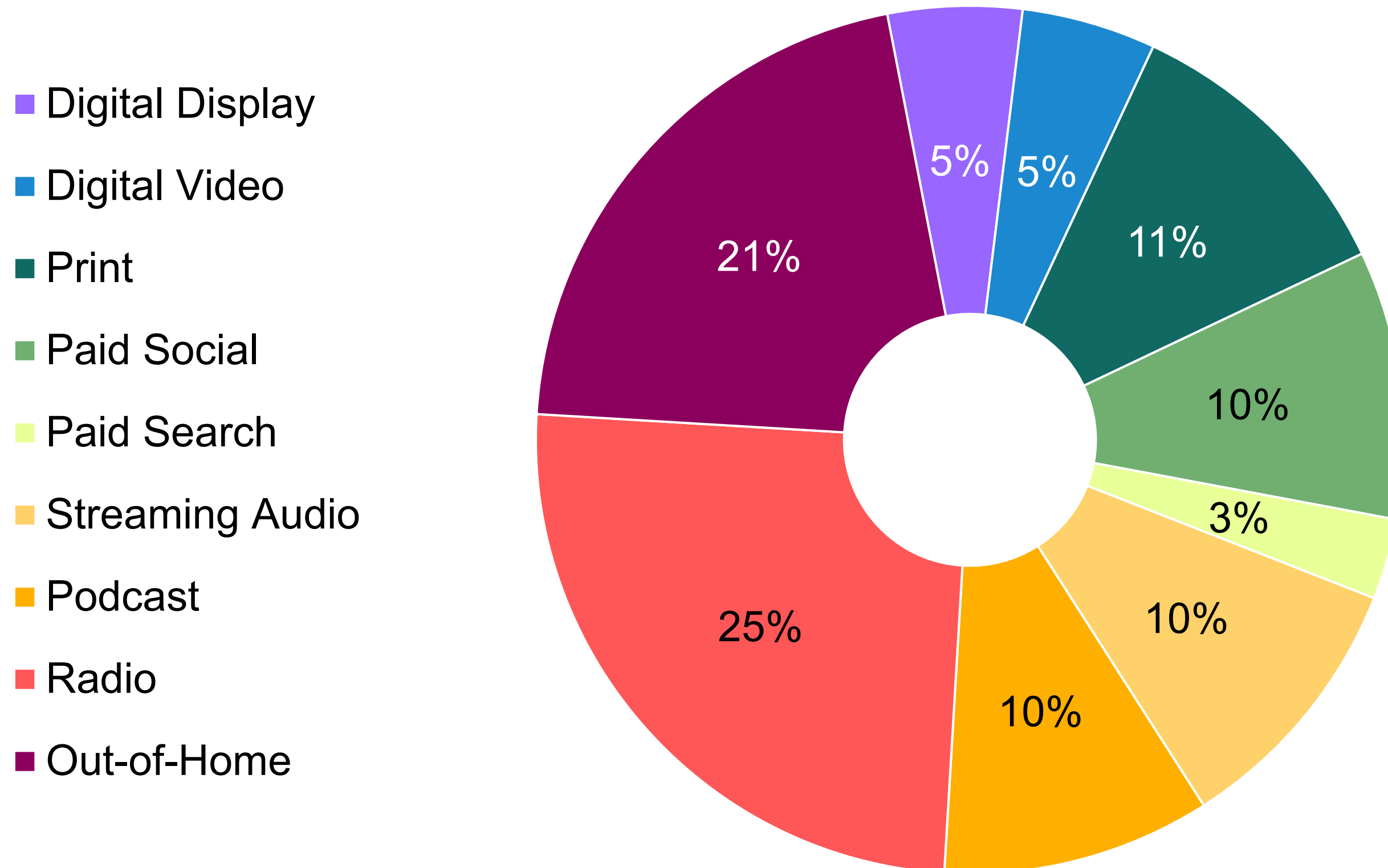
Public Affairs Campaign Update

May 10, 2024

Megan White

Deputy Director, Public & External Affairs

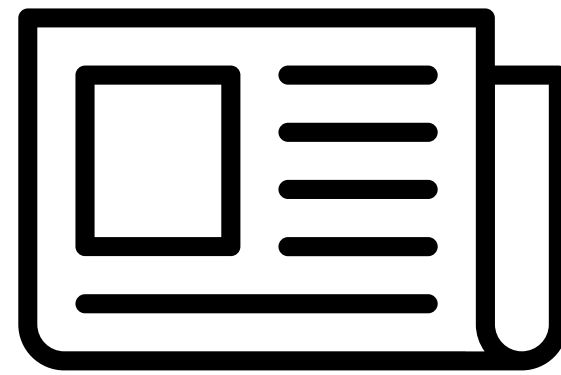
Channel Allocation



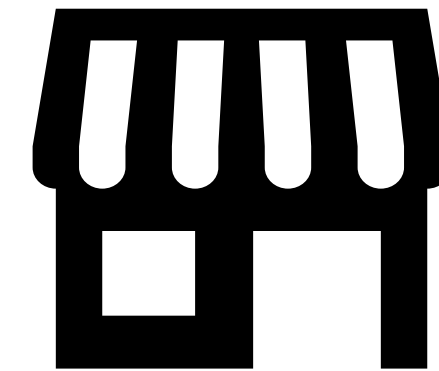
Reaching Diverse/Traditionally Marginalized Groups



Radio



Print



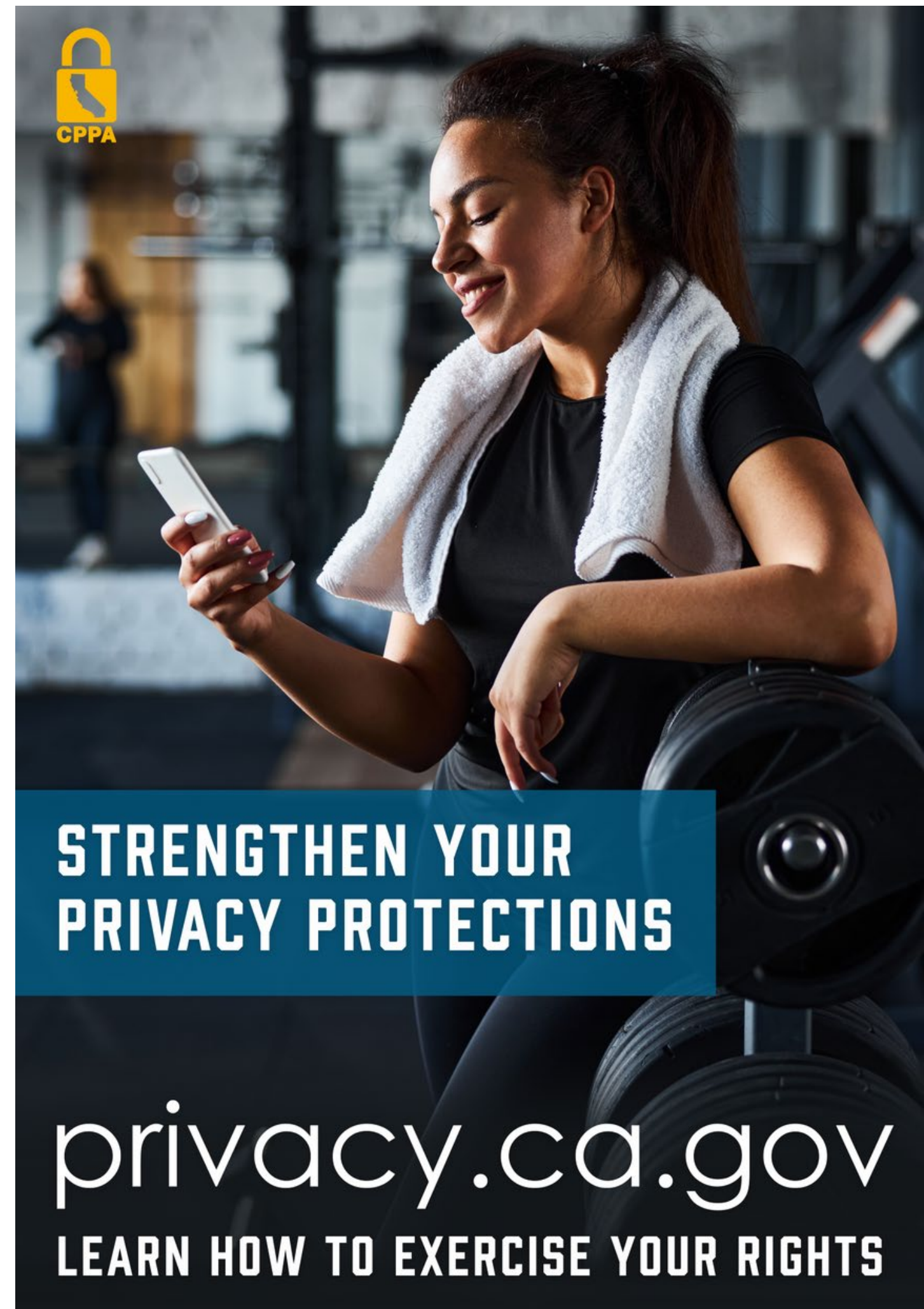
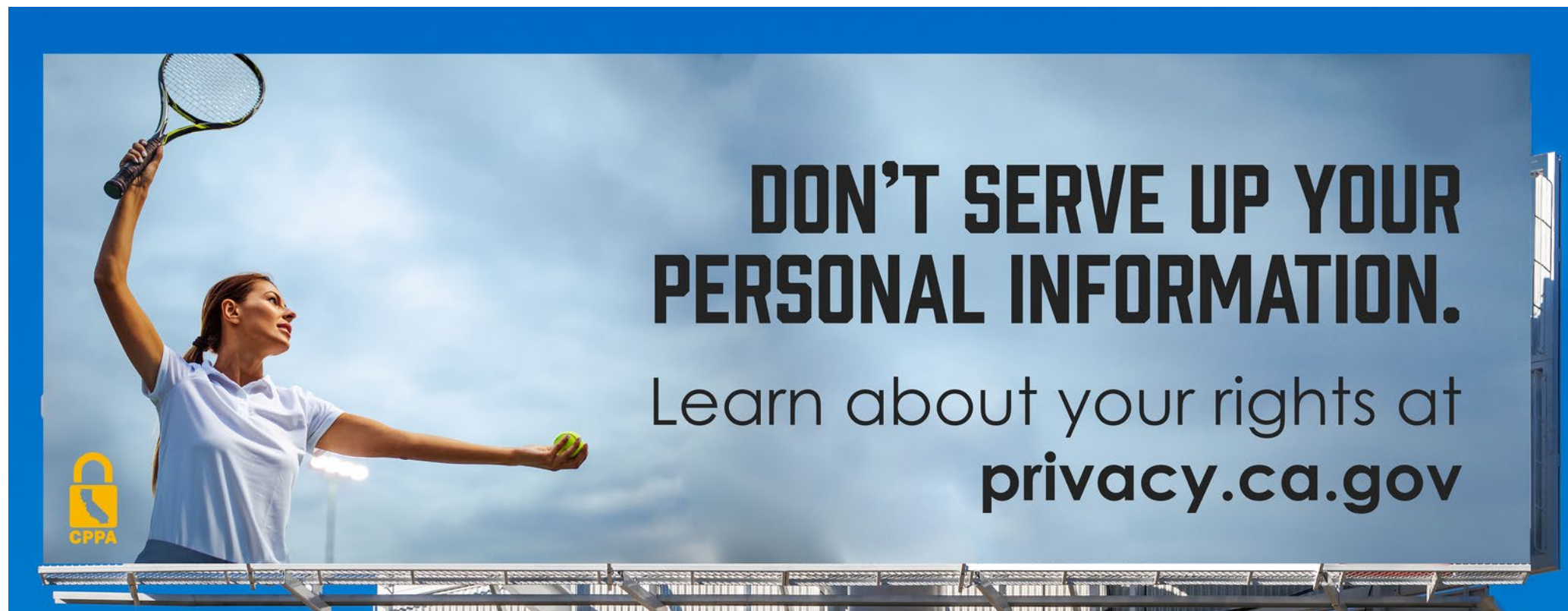
Community-based
Advertising

GENERAL TIMELINE

Media	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Reach
Digital Display	█	█	█	█	█	█	█	█	█	█	█	█	█	█	34,000,000
Digital Video					█	█	█	█	█	█	█	█	█	█	18,952,381
Print		█				█				█					12,615,006
Paid Social	█	█	█	█	█	█	█	█	█	█	█	█	█	█	73,333,333
Paid Search	█	█	█	█	█	█	█	█	█	█	█	█	█	█	61,993*
Streaming Audio		█	█	█					█	█					55,138,741
Podcast		█	█	█					█	█					41,660,382
Radio		█	█	█					█	█					74,026,715
Out-of-Home		█	█	█	█	█	█	█	█	█	█	█	█	█	224,484,330
															534,210,888

* Reflects user clicks, not impressions.

VARIETY OF ADS



Questions