

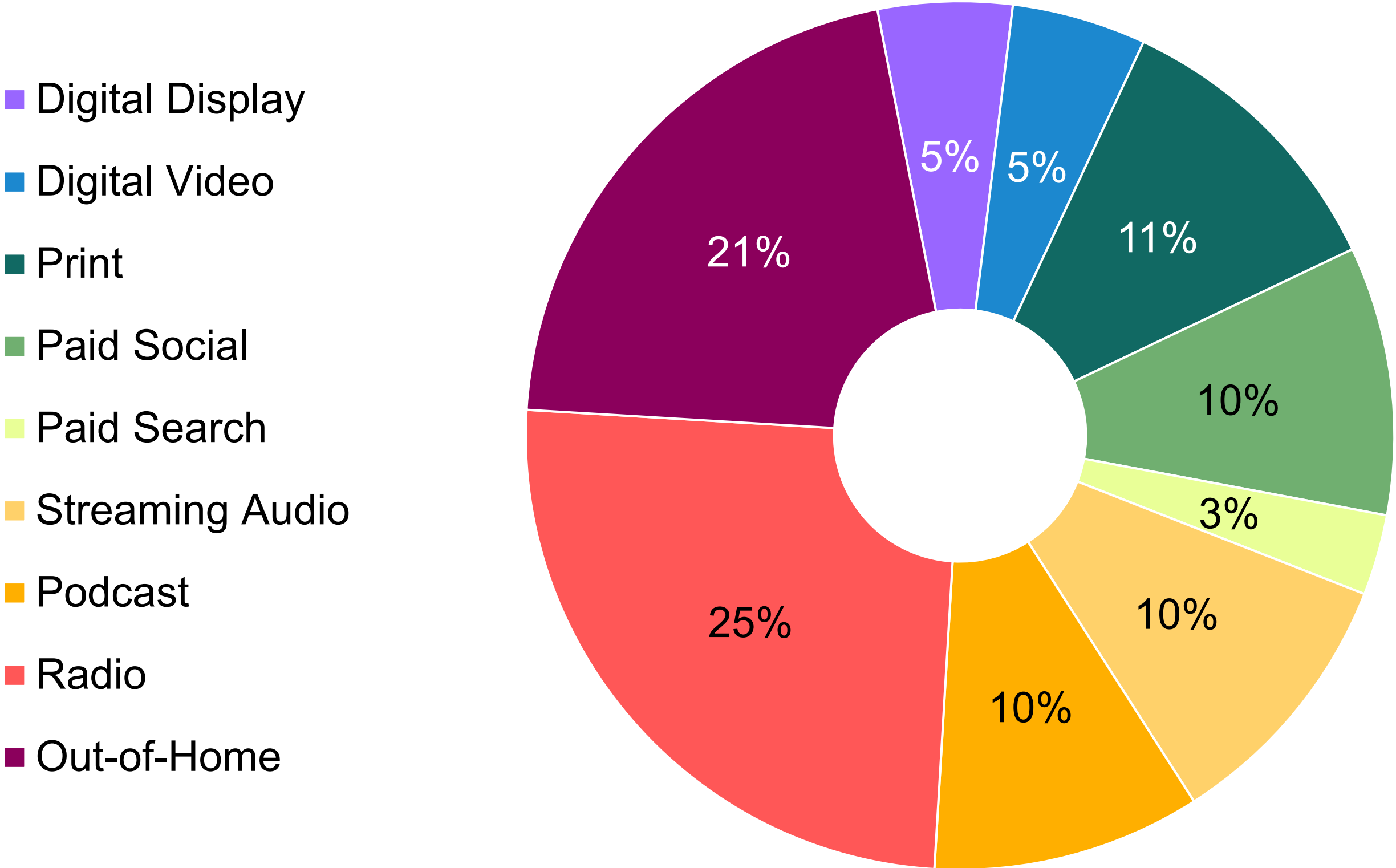
Public Affairs Campaign Update

May 10, 2024

Megan White

Deputy Director, Public & External Affairs

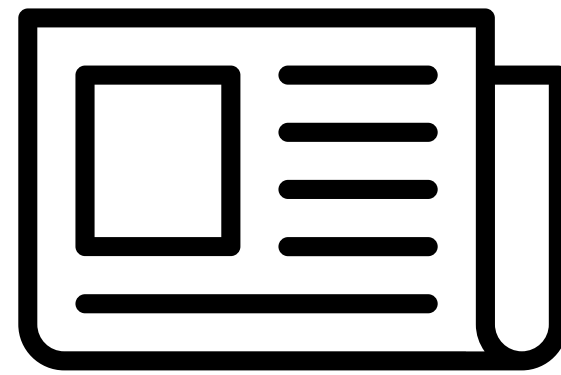
Channel Allocation



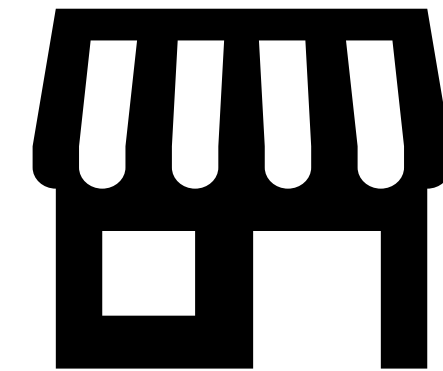
Reaching Diverse/Traditionally Marginalized Groups



Radio



Print



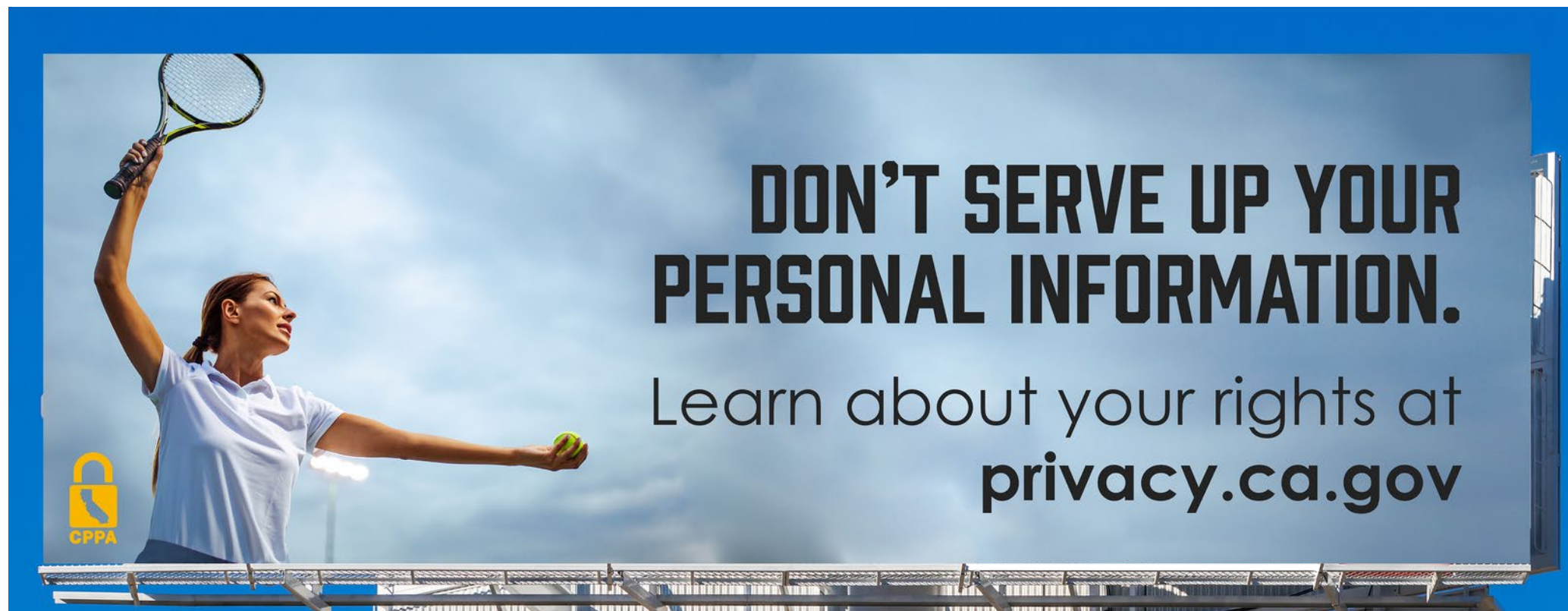
Community-based Advertising

GENERAL TIMELINE

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

* Reflects user clicks, not impressions.

VARIETY OF ADS



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Questions