

2006 Program Update

RAQC Board Meeting
June 1, 2006



LET'S TAKE CARE OF OUR SUMMER AIR.

OzoneAware.org

Paid Media Advertising



- **Television**
 - 65 spots/wk June 19 – August 13
- **Billboards**
 - 5 bulletins June – August
- **Radio**
 - AirWaves: 44 spots/wk June 5 – July 16
 - Traffic: 53 spots/wk June 19 – August 13
 - EnvironMinute: 2 spots/wk June 19 – July 30

Bonus Media Advertising



- **Pump Toppers**
 - Approximately 250 pump toppers for month of July (donated by Suncor)
- **Bus Boards**
 - Working with RTD on availability of 50 bus tails for July and August

Ozone Video



- **Broadcast Schedule**
 - 06/12 – Envirotest stations
 - 06/14 – Municipal “Metro Voices” program
 - 07/01 – Comcast “Metrobeat TV” & on-demand