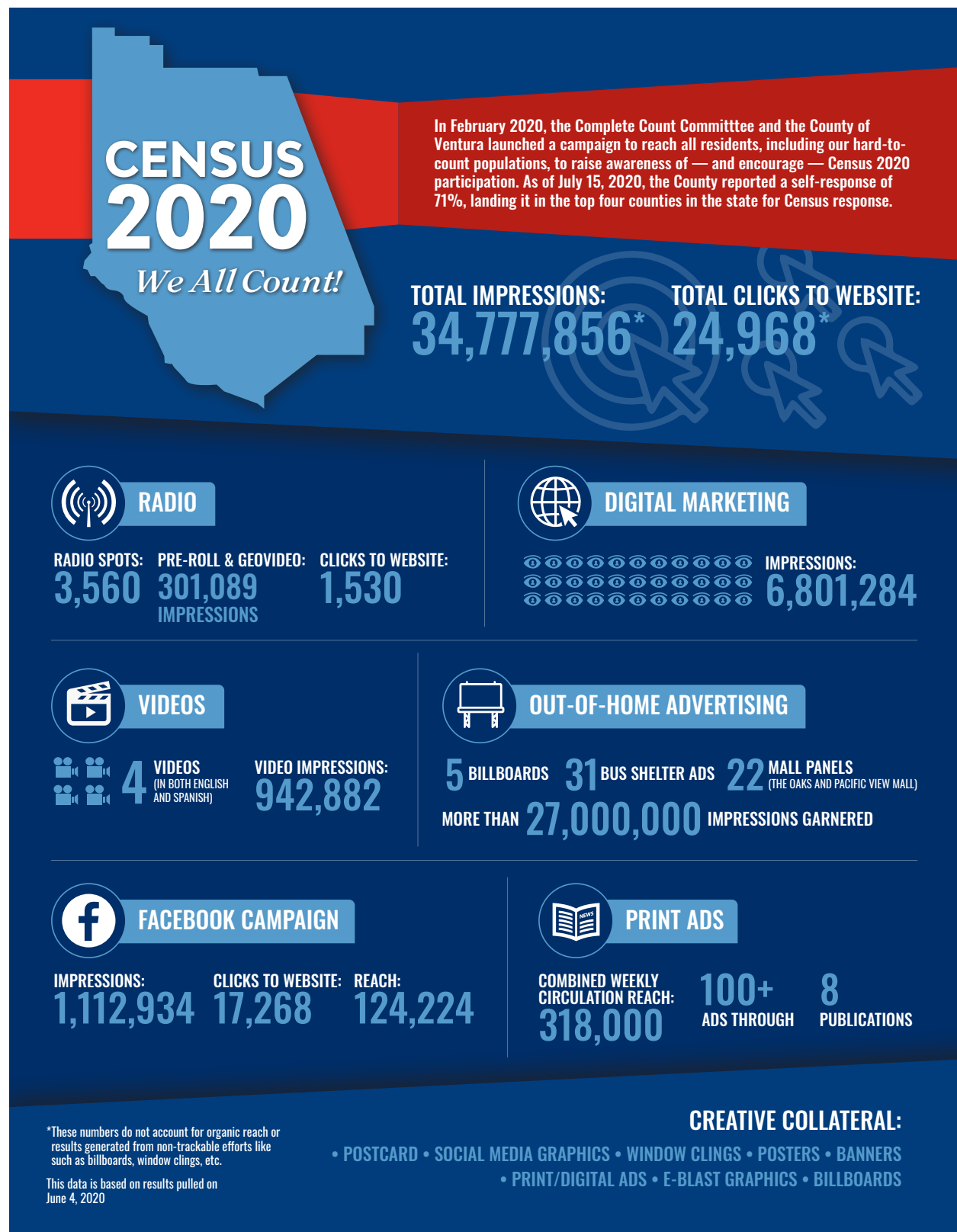


Attachement 3: County and CCC Marketing Campaign



Attachement 3: County and CCC Marketing Campaign

ITEMS	Quantity	IMPRESSIONS
County Funded: Pre-COVID-19		
Promotional website (census.ventura.org)		24,968 clicks to website (driven from digital advertising)
Mall panels (The Oaks & Pacific View Mall)	22	
Billboards	3 - Oxnard, Ventura, Fillmore	1,537,019
Downtown banners – Oxnard (C Street)	2	
Digital ads across USA Today News Networks		6,801,284
Videos for use on social media platforms/digital	4	942,882
VCTC Interior Bus Signage (pro bono)		
Promotional Postcards	20,000	
Promotional Posters for use at QAKs/QACs	250	
Window clings for businesses	125	
Promotional pens	10,000	
Facebook promotional campaign		1,112,934
County Funded: Post-COVID-19		
Digital streaming pre-roll & geo-targeted video		301,089
Bus shelter ads - Oxnard	31	25,025,530*
Billboards	2 - Oxnard	
		<i>*total number also incorporates impressions from the 2 billboards in Oxnard</i>
County Ongoing Social Media		
Social media campaign across County platforms	105 posts	~400K+ impressions

Attachement 3: County and CCC Marketing Campaign

ITEMS	QUANTITY	IMPRESSIONS
CCC Funded: Pre-COVID-19		
Radio – 8 stations	3,560 spots	
Print ads – 8 publications	100+ ads	318,000 (combined weekly circulation) x 9 weeks = est. 2,862,000 impressions
CCC Funded: Post-COVID-19		
Print ads – 8 publications	30+ ads	318,000 (combined weekly circulation) x 4 weeks = est. 1,272,000 impressions

ITEMS	QUANTITY	IMPRESSIONS
CCC Funded: September Timeframe		
Billboards	3 – Oxnard, Fillmore, Sta. Paula	675,524
Light Pole Banners	20 – Oxnard (10) & Pt. Hueneme (10)	
Supermarket Posters	5 – Vallarta & Tresieras Supermarkets (Oxnard, Sta. Paula, Simi Valley)	
Convenience Store Ads (Point-of-Sale)	10 stores (Sta. Paula, Ventura, Ojai)	
In-Store Radio Ads	3 stores – Vallarta Supermarkets (Oxnard, Simi Valley)	
Digital Freeway Ad – Ventura Auto Sign	½ auto sign – ad shown every 2 mins.	~3M
Postcards	10,000	