

# Census 2020 Advertising Campaign

Agency	Funding	Timeline	Includes
U.S. Census Bureau	Part of over \$500 Million public education and outreach campaign	Started Mid January 2020  Mid February	Multimedia Advertising campaign (digital, print, radio)  Televised Ads
State	46.1 Million – Contracted to Mercury Public Affairs LLC  32 Million for Paid Media to support Statewide and Regional Level	Mid February to Late May	State reviewed U.S. Census media plan and is augmenting to include the following: Radio, Television, Digital, Print, and Out of Home (Stores, Transit Shelters, BART-Out Front, AC Transit Bus Tails)
Regional/Local	\$1 Million for Region 3 (Micro Local Media investment) Contracted with Flagship Marketing  Includes \$400,000 for technical assistance	March 8 – Late June	Grocery Carts, Gas Pump Toppers, College/University Signs and Posters, Transit-BART, VTA, Bus Shelters, Digital, Streaming Target Radio, Ethnic Restaurants, Theater Lobby Promotions
Contra Costa Steering Committee Proposal	\$50,000  Includes \$30,000 for Transit Media and \$20,000 for Digital Media	Mid March – June	Transit Media and Digital Media  Tri-Delta, WestCat, County Connection