

Marketing Asset (2019 ATK Expo - Thanksgiving Point)	Reach
Billboards (9x digital boards in SL + Utah County)	2,340,000
Social Media (Facebook & Instagram + 4x Influencers)	148,000
Digital (cssutah.org website + Google ads)	98,278
Radio (93.3, 94.9, 98.7, 101.1, 101.9, 860AM)	40,500
Television (ABC Commercial, 4x Interviews, Big Budah @ Event)	20,000
Marquee Boards @ Venue (4x weeks)	15,000
Print materials (Distributed at outreach events)	5,000
E-newsletter (Sent 4x prior to the event)	4,231
TOTAL	2,671,009