

ARIZONA

Human Trafficking Awareness and Prevention media campaign recap

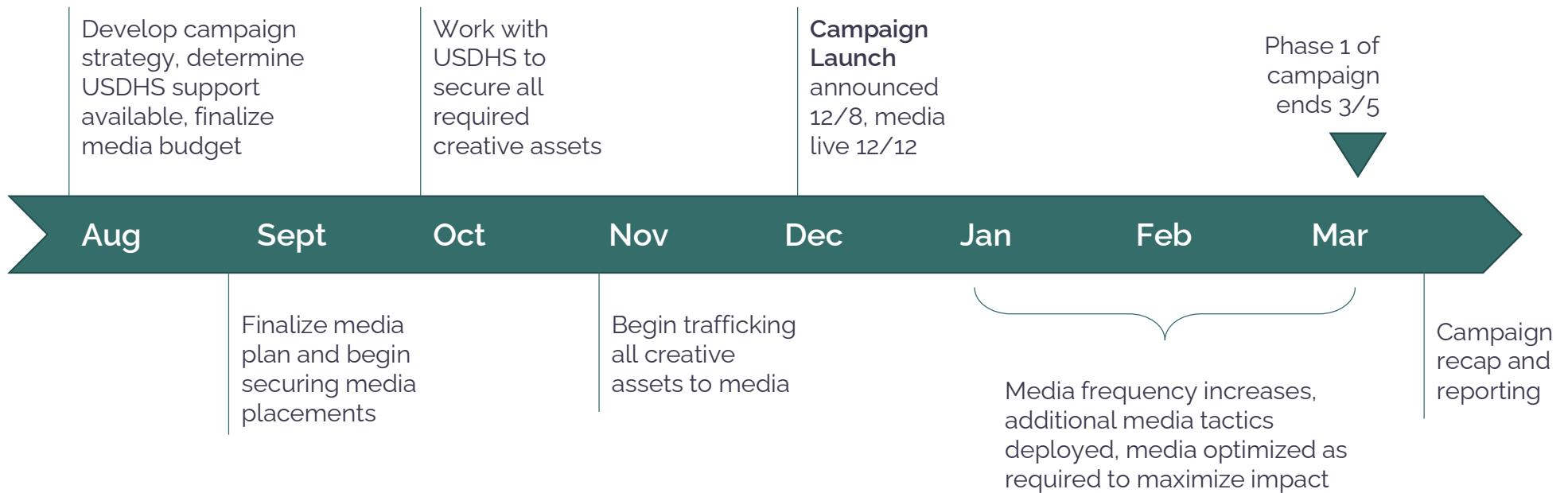
Promoting public awareness and victim support

December 12, 2022 - March 5, 2023

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Campaign timeline



Paid media tactics

Broadcast and out of home



Static billboards



Bar Restrooms



Digital billboards



Convenience Store Video



Gas Station TV



Arizona Lottery Screens



Gas Pump Toppers

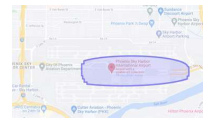


Radio



Mall restrooms

Digital



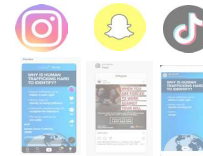
Geo-fence



Contextual



Search

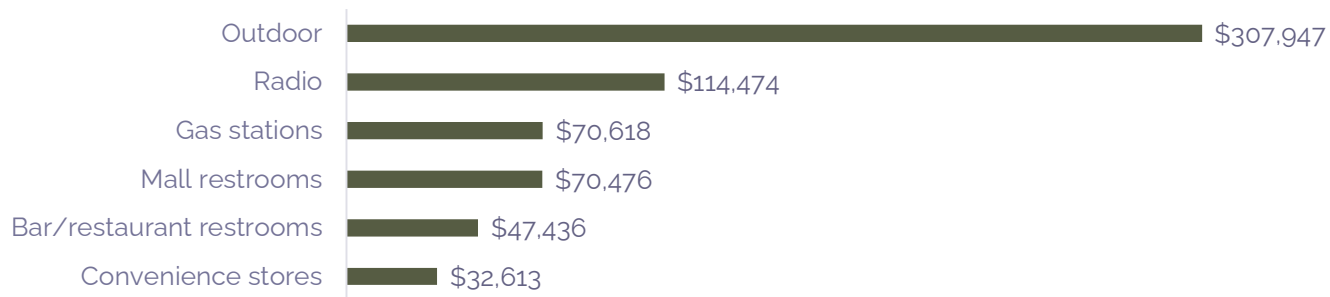


Social



\$1,472,180 media campaign spend

Broadcast and out-of-home media (44%)



Targeted digital media (56%)



Production, estimated sales tax, digital ad serving and verification fees totaled \$60,886.

Static bulletins

12-week deployment of 32 total bulletins

Locations in Greater Tucson and throughout rural areas in southern, central, and northern Arizona

Focus on placements on/around major transportation corridors and domestic and international entry points

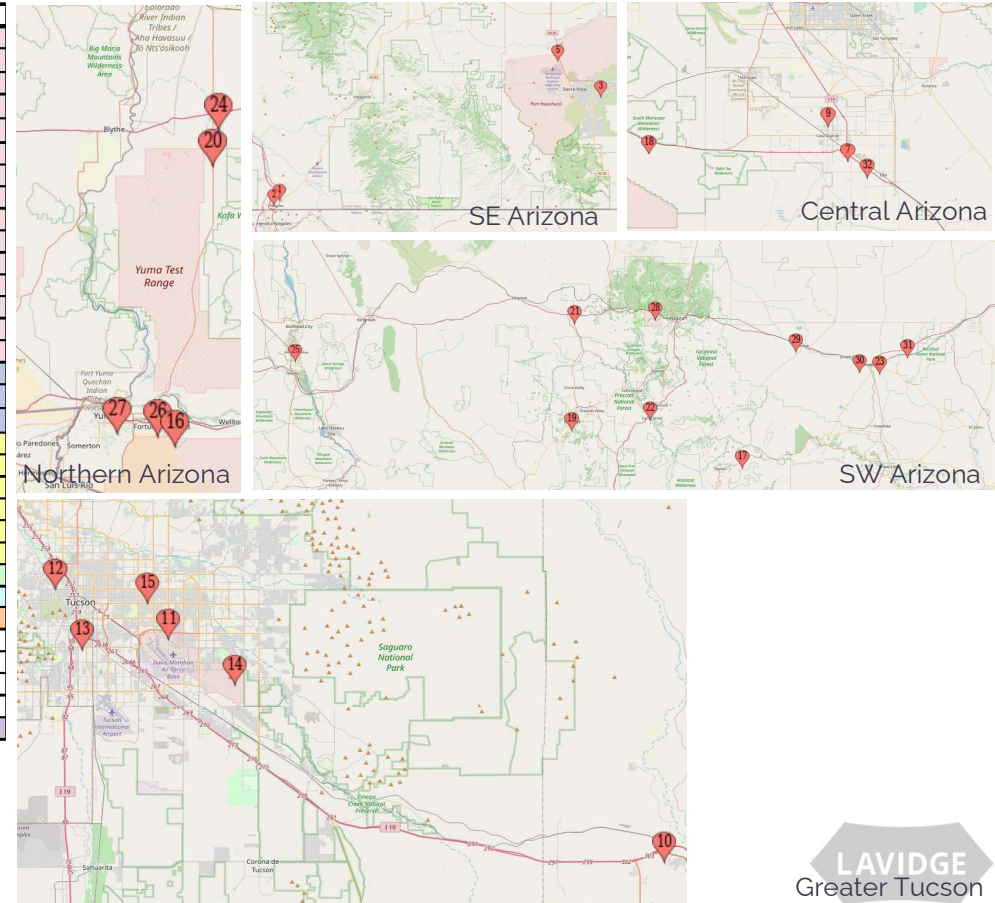
General anti-trafficking messaging and sex and labor trafficking creative

Majority of deployments used English-language creative, except for one Spanish-language bulletin near the Arizona-Mexico border



Static bulletins (cont'd)

Company	County	Closest City	Dates	Size	Location
Clear Channel	Santa Cruz	Nogales	1/2/23 - 3/26/23	10x40	US 89 south of Mariposa
Clear Channel	Santa Cruz	Nogales	1/2/23 - 3/26/23	12x24	US 89 ES 175ft S/O Mp 4 Nogales
Clear Channel	Cochise	Sierra Vista	1/2/23 - 3/26/23	12x24	SH 90 SS 0.75mi E/O Hwy 92
Clear Channel	Cochise	Bisbee	1/2/23 - 3/26/23	12x24	SH 92 NS 0.2mi W/O School Terrace
Clear Channel	Cochise	Huachaca City	1/2/23 - 3/26/23	12x24	SH 90 WS 300ft S/O Patton
Clear Channel	Graham	Safford	12/19/22-3/12/23	12x24	US 191 South of Safford mm 117
Clear Channel	Pinal	Casa Grande	12/19/22-3/12/23	12x24	I-10 0.4mi N/O I-8 mm 198.6
Clear Channel	Cochise	Willcox	12/19/22-3/12/23	10x40	I-10 NS 0.9mi W/O Stewart Rd mm 343.1
Clear Channel	Pinal	Casa Grande	12/19/22-3/12/23	10'6"x36	SH 387 WS 500ft N/O Palm Lane
Clear Channel	Cochise	Benson	12/19/22-3/12/23	10x42	I-10 NS 0.3mi E/O Hwy 80 mm 304.26
Clear Channel	Pima	Tucson	12/19/22-3/12/23	12x24	Craycroft WS 150ft N/O 29th St
Clear Channel	Pima	Tucson	12/12/22-3/5/23	12x24	Grant SS 793ft W/O Dragoon F/E
Clear Channel	Pima	Tucson	12/12/22-3/5/23	14x48	I-10 west of 9th Ave
Clear Channel	Pima	Tucson	12/12/22-3/5/23	14x48	Palo Verde ES 0.25mi S/O I-10
Clear Channel	Pima	Tucson	12/12/22-3/5/23	14x48	Speedway NS 120ft E/O Catalina
Jones	Yuma	Yuma	12/12/22-3/5/23	10x28	I-8 1/4 mile east of CA line
Jones	Gila	Star Valley/Payson	12/12/22-3/5/23	10x32	Highway 260, milepost 255.65 in Star Valley
Jones	Maricopa	Gila Bend	12/12/22-3/5/23	10x40	I-8 one mile west of Exit 119, mp118.75
Outfront	Yavapai	Prescott	12/12/22-3/5/23	12x24	Goodwin St west of Spring St
Outfront	La Paz	Quartzite	12/12/22-3/5/23	10x30	US 95 south of Kuehn St
Outfront	Yavapai	Ash Fork	12/12/22-3/5/23	10x40	I-40 east of AZ 89
Outfront	Yavapai	Camp Verde	12/12/22-3/5/23	10x40	I-17 .6 miles north of Middle Verde Rd
Outfront	Navajo	Holbrook	12/12/22-3/5/23	12x50	AZ 77 north of US 180
Outfront	La Paz	Quartzite	12/12/22-3/5/23	14x48	I-10 west of US 95/Central
Lamar - Mohave	Mohave	Mohave Valley	12/12/22-3/5/23	14x48	HWY 95, S/O LIPAN ROAD/MP 234
Lamar - YUMA	Yuma	Yuma	12/12/22-3/5/23	10x30	I-8 1 mile east of Fortuna MP 12.07
Becker	Yuma	Yuma	12/12/22-3/5/23	10'6"x36	I-8 east of Ave 3E
American	Coconino	Belmont/Flagstaff	12/12/22-3/5/23	10x40	I-40 at mile post 184.68
American	Navajo	Winslow	12/12/22-3/5/23	10x40	I-40 at mile post 251.2
American	Navajo	Holbrook	12/12/22-3/5/23	14x48	I-40 at mile post 284.1
American	Apache	Adamana	12/12/22-3/5/23	10x35	I-40 at mile post 303.9
LeClair Calihan	Pinal	Eloy	12/12/22-3/5/23	12x32	I-10 0.3 mi E/O Toltec Rd



Digital bulletins

12-week deployment running on 25 digital bulletins with locations in Phoenix metro, Yuma and Mohave County

Focus on placements on/around major transportation corridors

Running general anti-trafficking message

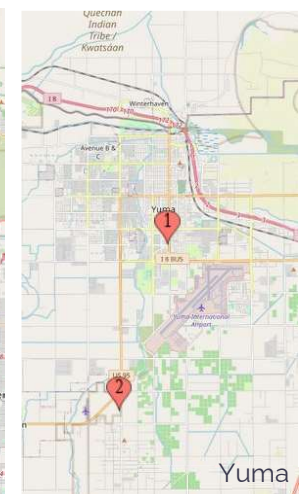
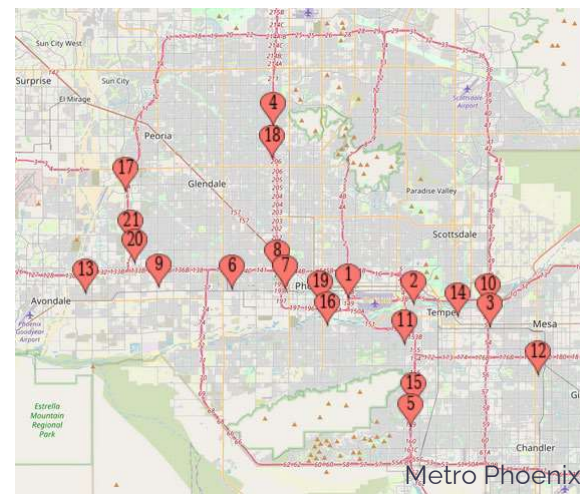
Messaging running in both English and Spanish at frequency rates of 70%-English and 30% Spanish

Includes deployments in major events areas and along major valley transportation corridors



Digital bulletins (cont'd)

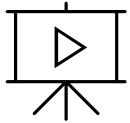
Company	Dates	Size	Location
Outfront	12/12/22 - 3/5/23	14x48 - Digital	I-10 north of Van Buren
Outfront	12/12/22 - 3/5/23	14x48 - Digital	Red Mountain 202 and Washington
Outfront	12/12/22 - 3/5/23	14x48 - Digital	East Loop 101 south Red Mountain 202
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-17 north of Cactus
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-10 north of Elliot
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-10 east of 51st Ave
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-10 east of I-17
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-17 and Grand Ave
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-10 east of 83rd Ave
Becker	12/12/22 - 3/5/23	14'x48' Digital	East Loop 101 south of McKellips
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-10 west of the 143 Freeway
Becker	12/12/22 - 3/5/23	14'x48' Digital	US 60 & Country Club
Becker	12/12/22 - 3/5/23	14'x48' Digital	I-10 west of Avondale Blvd
Becker	12/12/22 - 3/5/23	14'x48' Digital	202 Red Mountain east of Scottsdale Rd
Lamar	12/12/22 - 3/5/23	14x48 - Digital	I-10 between Guadalupe & Elliot
Lamar	12/12/22 - 3/5/23	14x48 - Digital	I-17 Durango Curve east of 7th St
Lamar	12/12/22 - 3/5/23	14x48 - Digital	West Loop 101 south of Northern
Lamar	12/12/22 - 3/5/23	14x48 - Digital	I-17 north of Dunlap
Lamar - Yuma	12/12/22 - 3/5/23	10x21 Digital	24th St west of 4th Ave
Lamar - Yuma	12/12/22 - 3/5/23	10'6"x36' Digital	US Hwy 95 & County 15th St
Lamar - Mohave	12/12/22 - 3/5/23	10x21' Digital	Bullhead City: US Hwy 95 s/o Bullhead Pkwy
Lamar - Mohave	12/12/22 - 3/5/23	10x21' Digital	Kingman: Hwy 66 east of 10th St
Legends	9 wks: 12/19/22-2/19/23	35'x73' Digital	Jefferson betw. 4th and 5th St
LeClair-Calihan	12/12/22 - 3/5/23	14x48 - Digital	West Loop 101 north of Thomas
LeClair-Calihan	12/12/22 - 3/5/23	14x48 - Digital	West Loop 101 south of Camelback



Convenience store video

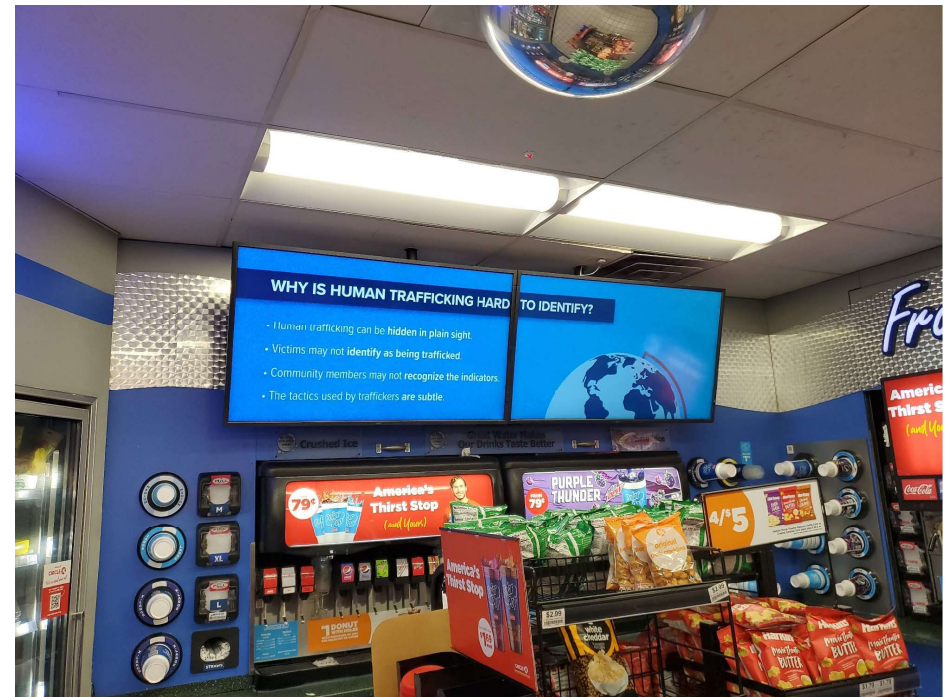
Deployments at 35 Circle K convenience stores located across Arizona

Large format video screens featuring 10-second, English-language anti-trafficking messaging



[Watch Convenience Store Video](#)

OUTFRONT/



Gas stations

Media tactics include Gas Station TV (GSTV) featuring 15-second English language video and static gas pump toppers

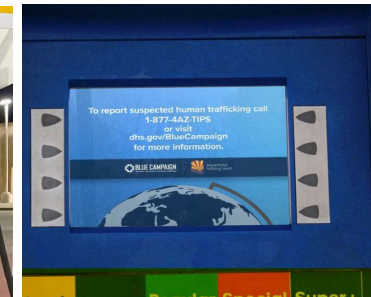
Locations include gas stations across Arizona including metro Phoenix and rural areas along major transportation corridors

1,152,512 total impressions

[More photos and full deployment list](#)



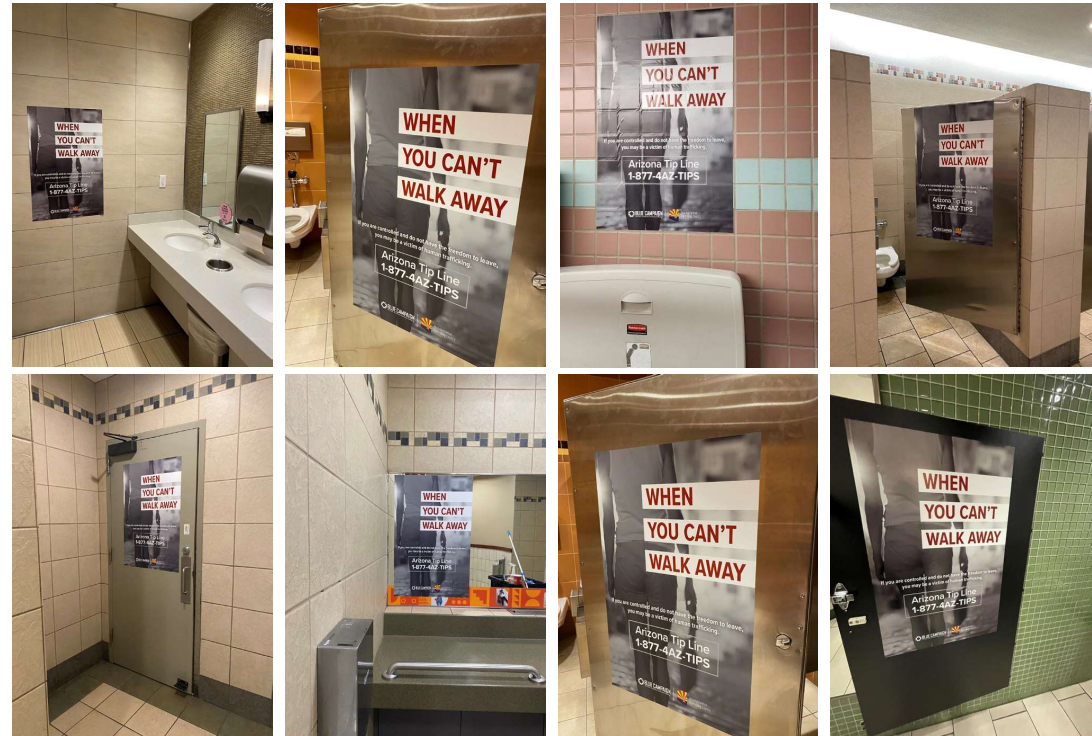
[Watch GSTV Video Here](#)



Mall restrooms

Deployed to 16 malls across Arizona, including the most popular shopping destinations in the state, using English-language general anti-trafficking messaging across all locations

Mall	City	Monthly traffic
Desert Ridge Marketplace	Phoenix, AZ	983,333
Scottsdale Quarter	Scottsdale, AZ	400,000
Scottsdale 101 Shopping Center	Scottsdale, AZ	358,333
Tempe Marketplace	Tempe, AZ	958,333
Tanger Outlets Glendale	Glendale, AZ	408,333
Christown Spectrum	Phoenix, AZ	666,667
Chandler Fashion Center	Chandler, AZ	900,000
Desert Sky Mall	Phoenix, AZ	385,000
Arizona Mills	Tempe, AZ	585,000
Arrowhead Towne Center	Glendale, AZ	850,000
Superstition Springs Center	Mesa, AZ	350,000
Biltmore Fashion Park	Phoenix, AZ	335,000
La Encantada	Tucson, AZ	233,300
Tucson Mall	Tucson, AZ	633,333
Park Place	Tucson, AZ	600,000
Flagstaff Mall	Flagstaff, AZ	216,667
Total monthly mall traffic		8,863,299



Bar and restaurant restrooms

Deployed to 110 bars and across Arizona, featuring English-language general anti-trafficking messaging across all locations

[Full deployment list, map, and additional photos](#)

