









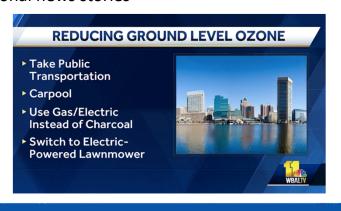






## **PRELIMINARY MEDIA RESULTS**

20 regional news stories plus nearly 300 additional news stories





**Marketing and Media Outreach Summer Highlights** 

### **DONATED MEDIA**

- 89 exterior bus ads (tails, queens, kings)
- 73 transit shelters
- 294 interior bus cards
- 5 Metrostation Diaromas









#### **PAID CAMPAIGN**

- 275 Traffic and Weather Sponsorships (6.9 million+ radio impressions on 20 radio stations in DC and Baltimore markets)
- 750,000+ digital impressions

# **CAMPAIGN SPONSORS**

- WGL: \$50,000
- Commuter Connections \$5,000







#### **BREATHE EASY CONCERT: JAY-Z & BEYONCE OTR II**

- Signature Sponsor: WGL
- Added value to the paid media buy in partnership with iHeartMedia, Z104 & HOT995
- 1,132 entries, 32.8% increase over 2017













**Marketing and Media Outreach Summer Highlights** 

# **GRASSROOTS OUTREACH**

 Clean Air Ambassador Farmer's Market Tour: 12 locations in DC, MD, and VA





