



CAMPAIGN STATUS (as of 2/12/08)

CAMPAIGN ELEMENT	GENERAL MESSAGE <i>(Cross like your life depends on it.)</i>	BUS MESSAGE <i>(Be alert around buses. Your life depends on it.)</i>	STATUS
Radio <i>(:30 & :15 spots in English and Spanish)</i>	X	N/A	Demo with COG for review; spots due to stations by 2/28
Bus Kings (30" x 144") <i>(65 purchased; negotiated 35 bonus)</i>	X	X	General message artwork completed; waiting for approval of bus message so artwork can be released ASAP
Ultra Kings (55" x 233")	X	N/A	Artwork completed and released for manufacturing
Interior Bus Cards <i>(830 bus cards at no media cost for Metro, Dash and Fairfax Connector buses)</i>	X	X	General message artwork completed; waiting for approval of bus message so artwork can be released ASAP
Transit Shelters <i>(20 purchased; negotiated 2 bonus)</i>	X	X	General message artwork completed; waiting for approval of bus message so artwork can be released ASAP
Mobile Billboards <i>(one billboard with two sides purchased)</i>	X	X	General message artwork completed; waiting for approval of bus message so artwork can be released ASAP
Print (Washington Post Express & El Tiempo) <i>(4 insertions in each publication; negotiated discount on media cost)</i>	X	N/A	Reformatting General message artwork to ad specs; artwork due to publications by 2/25
Internet (Advertising.com & WTOPnews.com)	X	N/A	Reformatting General message artwork to ad specs; artwork due to vendors by 2/26
Posters <i>(approved budget includes printing of 2,475 posters)</i>	N/A	N/A	Artwork completed; waiting to confirm quantity requests ASAP
Handout/Brochure <i>(approved budget includes printing of 50,000 of each)</i>	N/A	N/A	Artwork completed; waiting to confirm quantity requests ASAP; translations for Crosswalks handout being reviewed; Safety Tips being translated into Chinese, Vietnamese, Korean, and Amharic for pdf use only
Website	N/A	N/A	Recommended edits with COG for review
Kick-off event	N/A	N/A	See following event meeting notes.