

**VALUE OF INITIATIVE ADVERTISING
BY CATEGORY
INITIATIVE ADVERTISING SPONSOR**

4000924
(26/07)

INITIATIVE ADVERTISING SPONSOR NAME

Value of initiative advertising sponsored during the initiative period by class:

Printed newspapers and periodicals	
Promotional materials, including newsletters, brochures, buttons and novelty items	
Radio and podcasts	
New signs	
Reused signs	
Social media	
Television and video	
Online other than social media	
Other (describe)	
Total value of sponsored initiative advertising	