

SUMMARY OF INITIATIVE ADVERTISING EXPENSES BY CLASS

PROPONENT OR OPPONENT NAME

Value of sponsored election advertising
(including value of preparing and conducting)

	Advertising expenses used during the initiative petition/vote period		Advertising expenses not used during the initiative petition/vote period
	Subject to limits	Not subject to limits	
Newspapers and periodicals			
Promotional materials, including newsletters, brochures, buttons and novelty items			
Radio			
Search engine marketing and optimization			
Signs (lawn signs, billboards, etc.)			
Social media (social ads, targeted ads, content boosting, etc.)			
Television			
Website displays			
Other forms of advertising (describe)			

Total expenses

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