

## YOUTH VAPING PREVENTION CAMPAIGN - EXPIRATION DATES

TV		
ASSET	LENGTH	EXP. DATE
Denial	:30	8/31/2022
Denial	:15	8/31/2022
Denial	:10	8/31/2022
#DoTheVapeTalk	:60	5/27/2023
#DoTheVapeTalk	:45	5/27/2023
#DoTheVapeTalk	:30	5/27/2023
#DoTheVapeTalk	:15	5/27/2023
#DoTheVapeTalk	:10	5/27/2023
RADIO		
ASSET	LENGTH	EXP. DATE
Teen Drama	:30	8/8/2023
PRINT		
ASSET	SIZE/TYPE	EXP. DATE
#DoTheVapeTalk	Various	Never expire
OOH		
ASSET	SIZE/TYPE	EXP. DATE
Denial	All	8/31/2023
#DoTheVapeTalk	All	Never expire
DIGITAL		
ASSET	SIZE/TYPE	EXP. DATE
Denial (Static)	Various	Never expire
What's Inside (Static)	Various	Never expire
My Kids Would Never (Animated)	Various	8/30/2023
#DoTheVapeTalk - Dad & Daughter *Not for Paid	Various	5/27/2023
#DoTheVapeTalk - Mom & Daughter	Various	Never expire
SOCIAL		
ASSET	LENGTH	EXP. DATE
Denial 16x9	:30	8/31/2023
Denial 16x9	:15	8/31/2023
Denial 16x9	:10	8/31/2023
Denial 1x1	:30	8/31/2023
Denial 1x1	:15	8/31/2023
Denial 1x1	:10	8/31/2023
#DoTheVapeTalk 16x9	:45	5/27/2023
#DoTheVapeTalk 16x9	:30	5/27/2023
#DoTheVapeTalk 16x9	:15	5/27/2023
#DoTheVapeTalk 16x9	:10	5/27/2023
#DoTheVapeTalk 1x1	:45	5/27/2023
#DoTheVapeTalk 1x1	:30	5/27/2023
#DoTheVapeTalk 1x1	:15	5/27/2023
#DoTheVapeTalk 1x1	:10	5/27/2023