

Fatherhood Involvement Campaign Expiration Date Chart

TV				
ASSET	SUBTYPE	ER AD ID	LENGTH	EXP. DATE
Harold :60	TV	CNFI0699000H	:60	1/18/2022
Harold :30	TV	CNFI0700000H	:30	1/18/2022
Harold :15	TV	CNFI0697000H	:15	1/18/2022
Harold :06	TV	CNFI0702000H	:06	1/18/2022
Howard :60	TV	CNFI0687000H	:60	1/18/2022
Howard :30	TV	CNFI0688000H	:30	1/18/2022
Howard :10	TV	CNFI0689000H	:10	1/18/2022
Howard :06	TV	CNFI0690000H	:06	1/18/2022
Marvin :60	TV	CNFI0638000H	:60	9/22/2021
Marvin :30	TV	CNFI0640000H	:30	9/22/2021
Marvin :15	TV	CNFI0642000H	:15	9/22/2021
Frank :60	TV	CNFI0637000H	:60	9/22/2021
Doors :30	TV	CNFI0639000H	:30	9/22/2021
Monster :30 (English)	TV	CNFI0641000H	:30	9/22/2021
Monster :30 (Spanish)	TV	CNFI0692000H	:30	9/22/2021
Monster :15	TV	CNFI0643000H	:15	9/22/2021
Dance :60	TV	CNFI0552000H	:60	6/15/2021
Dance :30	TV	CNFI0553000H	:30	6/15/2021
Kitchen :30	TV	CNFI0554000H	:30	6/15/2021
Worm – Revised :30	TV	CNFI0633000H	:30	4/22/2021
Worm – Revised :15	TV	CNFI0635000H	:15	4/22/2021
Dance Like a Dad - WWE :30	TV	CNFI0607000H	:30	7/15/2021
Dance Like a Dad – WWE :15	TV	CNFI0609000H	:15	7/15/2021
Dance Like a Dad – NASCAR :15	TV	CNFI0608000H	:15	7/16/2021
Dance Like a Dad – NASCAR :10	TV	CNFI0610000H	:10	7/16/2021
Dance Like a Dad – NASCAR :06	TV	CNFI0611000H	:06	7/16/2021
Dad Jokes – Isaac :15	TV	CNFI0482000H	:15	8/16/2021
Dad Jokes – Isaac :06	TV	CNFI0483000H	:06	8/16/2021
Dad Jokes – Ezra :15	TV	CNFI0483000H	:15	8/16/2021
Play Catch With Her :60	TV	CNFI0526000H	:60	7/24/2022
Play Catch With Her :30	TV	CNFI0527000H	:30	7/24/2022
Radio				
ASSET	SUBTYPE	AD ID	LENGTH	EXP. DATE
Harold :60	Radio		:60	4/1/2022
Harold :30	Radio		:30	4/1/2022
Harold :15	Radio		:15	4/1/2022
Marvin :60	Radio	CNFI0652000	:60	9/22/2021
Marvin :30	Radio	CNFI0654000	:30	9/22/2021
Frank :60	Radio	CNFI0651000	:60	9/22/2021
Frank :30	Radio	CNFI0653000	:30	9/22/2021
Frank :15	Radio	CNFI0655000	:15	9/22/2021

Groan :60	Radio	CNFI0453000	:60	8/16/2021
Groan :30	Radio	CNFI0651000	:30	8/16/2021
Forklift :30	Radio	CNFI0571000	:30	6/15/2021
Forklift :15	Radio	CNFI0568000	:15	6/15/2021
Rockstar :30	Radio	CNFI0569000	:30	6/15/2021
Rockstar :15	Radio	CNFI0570000	:15	6/15/2021
OOH/PRINT				
ASSET	SUBTYPE	AD ID	SIZE	EXP. DATE
Read (English)	OOH	CNFI0656000	30 Sheet/Bus Shelter	9/22/2023
Read (Spanish)	OOH	CNFI0682000	30 Sheet/Bus Shelter	9/22/2023
Kitchen	OOH	CNFI0661000	30 Sheet/Bus Shelter	9/22/2023
Crouch	OOH	CNFI0660000	30 Sheet/Bus Shelter	9/22/2023
Read	Print	CNFI0675000	7x10 / 11.5x21	9/22/2023
Kitchen	Print	CNFI0674000	7x10	9/22/2023
Crouch	Print	CNFI0677000	7x10 / 11.5x21	9/22/2023
Banners				
ASSET	SUBTYPE	AD ID	SIZE	EXP. DATE
Dadication	Static/Animated		300x250, 300x50, 320x50 300x600, 160x600, 728x90	9/22/2023
Social Graphics and Posters				
ASSET	SUBTYPE	AD ID	SIZE	EXP. DATE
Read	Social Graphic	n/a	1080x1080, 1920x1080	9/22/2023
Kitchen	Social Graphic	n/a	1080x1080, 1920x1080	9/22/2023
Crouch	Social Graphic	n/a	1080x1080, 1920x1080	9/22/2023
Read	Flyer	n/a	11.5x21	9/22/2023
Kitchen	Flyer	n/a	11.5x21	9/22/2023
Crouch	Flyer	n/a	11.5x21	9/22/2023