

Fatherhood Involvement Campaign Expiration Date Chart

Updated: 7/2/2024

TV				
ASSET	SUBTYPE	ER AD ID	LENGTH	EXP. DATE
Alex :60	TV	CNFI0827000H	:60	6/17/2025
Alex :30	TV	CNFI0833000H	:30	6/17/2025
Alex :15	TV	CNFI0837000H	:15	6/17/2025
Jose :60	TV	CNFI0829000H	:60	6/17/2025
Jose :30	TV	CNFI0835000H	:30	6/17/2025
Jose :15	TV	CNFI0839000H	:15	6/17/2025
Sammy :60	TV	CNFI0831000H	:60	6/17/2025
Sammy :15	TV	CNFI0841000H	:15	6/17/2025
Kofi Kingston	TV	CNFI0787000H	:15	10/04/2024
Durrell :60	TV	CNFI0727000H	:60	6/14/2025
Durrell :30	TV	CNFI0707000H	:30	6/14/2025
Durrell :15	TV	CNFI0719000H	:15	6/14/2025
Durrell :10	TV	CNFI0720000H	:10	6/14/2025
Joseph :60	TV	CNFI0709000H	:60	6/14/2025
Joseph :30	TV	CNFI0715000H	:30	6/14/2025
Juan (English) :60	TV	CNFI0711000H	:60	6/14/2025
Juan (English) :30	TV	CNFI0717000H	:30	6/14/2025
Juan (English) :15	TV	CNFI0721000H	:15	6/14/2025
Juan (Spanish) :60	TV	CNFI0731000H	:60	6/14/2025
Juan (Spanish) :30	TV	CNFI0713000H	:30	6/14/2025
Juan (Spanish) :15	TV	CNFI0723000H	:15	6/14/2025
Howard :60	TV	CNFI0687000H	:60	1/18/2025
Howard :30	TV	CNFI0688000H	:30	1/18/2025
Howard :10	TV	CNFI0689000H	:10	1/18/2025
Howard :06	TV	CNFI0690000H	:06	1/18/2025
Marvin :60	TV	CNFI0638000H	:60	9/22/2024
Marvin :30	TV	CNFI0640000H	:30	9/22/2024
Marvin :15	TV	CNFI0642000H	:15	9/22/2024
Marvin :10	TV	CNFI0642000H	:10	9/22/2024
Plat Catch With Her :60	TV	CNF10526000H	:60	7/24/2026
Play Catch With Her :30	TV	CNF10527000H	:30	7/24/2026
Play Catch With Her LF	TV	CNF10527000H	1:56	7/24/2024
Dadication Documentary	TV	CNF10527000H	16:00	Rights in perpetuity
Dad Doc Trailer LF	TV	CNF10527000H	2:00	11/13/2026
Dad Doc Trailer :60	TV	CNF10810000H	:60	11/13/2024
Oscar (English) :60	TV	CNFI081600H	:60	06/29/2025
Oscar (English) :30	TV	CNFI081700H	:30	06/29/2025

Oscar (Spanish) :60	TV	CNFI0822000H	:60	06/29/2025
Oscar (Spanish) :30	TV	CNFI0823000H	:30	06/29/2025
Radio				
ASSET	SUBTYPE	AD ID	LENGTH	EXP. DATE
Alex :30	Radio	CNFI0842000	:30	6/17/2025
Jose :15	Radio	CNFI0843000	:15	6/17/2025
Durrell :60	Radio	CNFI0742000	:60	6/14/2025
Durrell :15	Radio	CNFI0738000	:15	6/14/2025
Marvin :60	Radio	CNFI0652000	:60	9/23/2024
Marvin :30	Radio	CNFI0654000	:30	9/23/2024
OOH/PRINT				
ASSET	SUBTYPE	AD ID	SIZE	EXP. DATE
Joseph	OOH	CNFI0735000	30 Sheet/Bus Shelter	6/14/2026
Joseph (Spanish)	OOH	CNFI0736000	30 Sheet	6/14/2026
Quintavious	OOH	CNFI0733000	30 Sheet/Bus Shelter	6/14/2026
Joseph	Print (4C / BW)	CNFI0743000	7x10 / 11.5x21	6/14/2024
Joseph (Spanish)	Print	CNFI0744000	7x10	6/14/2024
Quintavious	Print	CNFI0747000	7x10 / 11.5x21	6/14/2024
Crouch	OOH	CNFI0660000	30 Sheet/Bus Shelter	Rights in perpetuity
Read	Print	CNFI0675000	7x10 / 11.5x21	Rights in perpetuity
Kitchen	Print	CNFI0674000	7x10	Rights in perpetuity
Crouch	Print	CNFI0677000	7x10 / 11.5x21	Rights in perpetuity
Banners				
ASSET	SUBTYPE	SIZES		EXP. DATE
Dadication - Joseph	Static/Animated	300x250, 300x50, 320x50 300x600, 160x600, 728x90		6/14/2026
Dadication – Quintavious	Static/Animated	300x250, 300x50, 320x50 300x600, 160x600, 728x90		6/14/2026
Dadication – Joseph (Spanish)	Static/Animated	300x250, 300x50, 320x50 300x600, 160x600, 728x90		6/14/2026
Dadication Documentary	Static	160x600, 300x50, 300x250, 300x600, 320x50, 728x90		6/14/2026