

### End Family Fire Campaign Expiration Dates

TV			
ASSET	ISCI	LENGTH	EXP. DATE
No Extra Life		:60	9/2/2021
No Extra Life		:30	9/2/2021
No Extra Life		:15	9/2/2021
PRINT			
ASSET	ISCI	SIZE	EXP. DATE
Bullets		7x10	9/1/2021
DIGITAL			
ASSET	ISCI	SIZE	EXP. DATE
Bullets		300x250, 300x600, 728x90, 160x600, 320x50, 300x50	9/1/2021
Store Guns Safely		300x250, 300x600, 728x90, 160x600, 320x50, 300x50	Never
RADIO			
ASSET	ISCI	LENGTH	EXP. DATE
Normal Day		:60	9/3/2021
Dad		:30	9/3/2021
Emily		:30	9/3/2021
Joyce		:30	9/3/2021
63 People		:15	9/3/2021
OOH			
ASSET	ISCI	SIZE	EXP. DATE
Bullets		30 Sheet, Bus Shelter	9/1/2021
63 People		30 Sheet	Never
Store Guns Safely		30 Sheet	Never