

MEDIA OUTLET	LANGUAGE	INFO	PRIMARY (FY 26)	GENERAL (FY 27)
DIGITAL				
Google AdWords	ALL	Google search engine	\$ 13,877.00	\$ 13,877.00
DIGITAL SUBTOTAL			\$ 13,877.00	\$ 13,877.00
PRINT				
African Mirror Newspaper	English/French	Newspaper	\$ 2,875.00	\$ 2,875.00
Senior Beacon Newspaper	English	Newspaper	\$ 1,823.00	\$ 1,823.00
The Korea Times	Korean	Newspaper	\$ 2,300.00	\$ 2,300.00
Washington Chinese News	Traditional & Simplified Chinese	Newspaper	\$ 3,000.00	\$ 3,000.00
Washington Hispanic	Spanish	Newspaper	\$ 3,000.00	\$ 3,000.00
Atref Advertisements, LLC	Amharic	Newspaper	\$ 1,000.00	\$ 1,000.00
Vietnamese American Services	Vietnamese	Newspaper	\$ 1,000.00	\$ 1,000.00
PRINT SUBTOTAL			\$ 14,998.00	\$ 14,998.00
RADIO				
Radio America (900AM)	Spanish	Talk-formatted info, entertainment & Latin music	\$ 5,000.00	\$ 5,000.00
WLZL (Radio El Zol (107.9FM Entercom/Audacy)	Spanish	Spanish tropical/urban adult contemporary.	\$ 5,000.00	\$ 5,000.00
WMAL (105.9FM-Cumulus Media)	English	News Talk	\$ 5,000.00	\$ 5,000.00
WMMJ (Majic 102.3 & 92.7FM-Urban One)	English	Urban adult contemporary	\$ 3,000.00	\$ 3,000.00
WPGC (95.5FM-Entercom/Audacy)	English	Urban contemporary.	\$ 5,000.00	\$ 5,000.00
WTOP (103.5FM-Hubbard Broadcasting)	English & Spanish	Commercial all-news radio station	\$ 6,500.00	\$ 6,500.00
WASH (97.1FM-iHeartMedia)	English	Adult contemporary	\$ 3,000.00	\$ 3,000.00
WIHT (HOT 99.5FM--iHeartMedia)	English	Adult album alternative	\$ 3,000.00	\$ 3,000.00
WMZQ-FM (98.7FM--iHeartMedia)	English	Country music radio	\$ 3,000.00	\$ 3,000.00
WWDC-FM (DC 101--iHeartMedia)	English	Alternative rock radio	\$ 3,000.00	\$ 3,000.00
RADIO SUBTOTAL			\$ 41,500.00	\$ 41,500.00
TOTAL			\$ 70,375.00	\$ 70,375.00