

OUT OF HOME ADVERTISING

In El Paso, Texas an 8-week outdoor advertising campaign ran in March and April across the county using 4 digital billboards that cost \$7,000, 10 bus benches that cost \$2,535 and 10 waste containers that cost \$3,885 with a total spend of \$13,420.

COVID-19 VACCINES PREVENT
Severe illness, hospitalization, and death.

Find FREE vaccines near you
VACCINES.GOV

Get your updated vaccine if your last dose was before **SEPTEMBER 2022**

Provided by the American Heart Association and made possible with funding from the Centers for Disease Control and Prevention.

If your last COVID-19 vaccine was before September 2022,
IT'S BOOSTER TIME!

FIND FREE VACCINES NEAR YOU

VACCINES.GOV

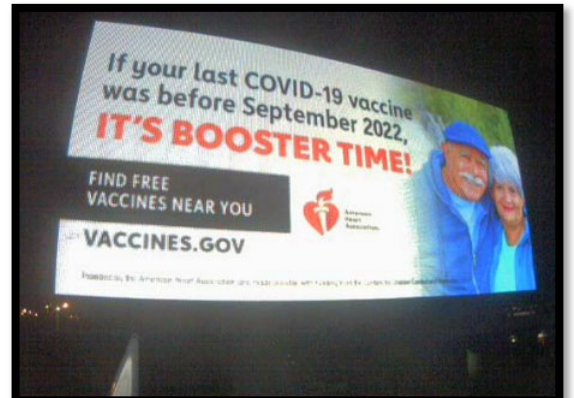
Provided by the American Heart Association and made possible with funding from the Centers for Disease Control and Prevention.

NEW COVID-19 VACCINE
Helps prevent serious illness from OMICRON variants

Get answers to your questions at
WWW.CDC.GOV/COVID19

Get your updated vaccine if your last dose was before **SEPTEMBER 2022**

Provided by the American Heart Association and made possible with funding from the Centers for Disease Control and Prevention.



COMMUNITY EVENT MATERIALS

IT'S BOOSTER TIME!

Are you eligible for the new bivalent COVID-19 booster?

- Last vaccinated before Sept 2022?
- Chronic health conditions?
- 50 years or older?
- Pregnant?

The new bivalent booster helps prevent illness and protects you from getting very sick from two strains of COVID-19.

Find a free vaccine at
VACCINES.GOV

RESTORE YOUR PROTECTION NOW!

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RESTORE YOUR PROTECTION NOW!

Are you eligible for the new bivalent COVID-19 booster?

RESTORE YOUR PROTECTION NOW!

- Last vaccinated before Sept 2022?
- Chronic health conditions?
- 50 years or older?
- Pregnant?

If so, your immunity could be waning, increasing your risk of severe illness, hospitalization or death.

Questions? **WWW.CDC.GOV/COVID19**

IT'S BOOSTER TIME!

ARE YOU ELIGIBLE FOR THE NEW BIVALENT COVID-19 BOOSTER?

- Last vac before Sept 2022?
- Chronic health conditions?
- 50 years or older?
- Pregnant?

The new bivalent booster helps prevent illness and protects you from getting very sick from two major strains of COVID-19.

RESTORE YOUR PROTECTION NOW!

Questions? **WWW.CDC.GOV/COVID19**