

**PNA Statewide Ad Campaign - Suggested Media Schedule  
May 16, 2017**

<b>Tuesday, May 16</b>	<b>Dailies</b> - ad insertion - <b>Facts (still) exist.</b>
<b>Week of May 21</b>	<b>Non-dailies</b> - ad insertion – <b>Pennsylvania Newspapers – This is What We Promise</b>
<b>Tuesday, May 23</b>	<b>Dailies</b> - ad insertion – <b>Pennsylvania Newspapers – This is What We Promise</b>
<b>Week of May 28</b>	<b>Non-dailies</b> - ad insertion – <b>Pennsylvania Newspapers – This is What We Promise</b>
<b>Tuesday, May 30</b>	<b>Dailies</b> - ad insertion – <b>Pennsylvania Newspapers – This is What We Promise</b>
<b>Week of June 4</b>	<b>Non-dailies</b> - ad insertion – <b>Don't Take Our Word for It...</b>
<b>Tuesday, June 6</b>	<b>Dailies</b> - ad insertion – <b>Don't Take Our Word for It...</b>
<b>Week of June 11</b>	<b>Non-dailies</b> - ad insertion – <b>Don't Take Our Word for It...</b>
<b>Tuesday, June 13</b>	<b>Dailies</b> - ad insertion – <b>Don't Take Our Word for It...</b>