



pennsylvania

LIQUOR CONTROL BOARD

Northwest Office Building
Harrisburg, Pennsylvania 17124-0001
www.lcb.state.pa.us

Mailing Date: August 16, 2012

Telephone: (717) 787-7108

Fax: (717) 783-6614

Mr. Jay Ostrich
Commonwealth Foundation
225 State Street, Suite 302
Harrisburg, PA 17101
jdo@commonwealthfoundation.org

Re: RTKL: 12-103 Final Response

Dear Mr. Ostrich,

This letter acknowledges receipt by the Pennsylvania Liquor Control Board (“PLCB”) of your written request for information pursuant to the *Pennsylvania Right-To-Know Law* (“RTKL”). [65 P.S. §§ 67.101, *et seq.*]. A copy of your letter, which was received by this office on July 10, 2012, has been attached hereto. By letter dated July 17, 2012, you were notified that, pursuant to section 902(b)(2) of the RTKL [65 P.S. § 67.902(b)(2)], the PLCB required up to an additional thirty (30) days in order to fulfill your request (i.e., until August 16, 2012). This letter will serve as the PLCB’s final response to your request.

In your request, you state the following: “The Simply Naked campaign billboards that were around the Valley – can you tell me how much they cost, where they were located and whether they are still up and where that might be, please?”

Your request is **granted**. While you limited the scope of your request to “the Valley,” and the PLCB construes “the Valley” to mean the Susquehanna Valley, enclosed you will find a report which shows all of the billboards that were utilized throughout the entire Commonwealth for the Simply Naked advertising campaign. This report identifies the following: the format of the billboards (i.e., digital or static board); the counties in which the billboards were located; the exact location of the billboards; the dates on which the Simply Naked advertisements appeared on the billboards; the net cost, if any, for running the Simply Naked advertisements on each of the billboards; and the number of times the Simply Naked advertisements were to have appeared on each of the billboards.

As you will see from the enclosed report, a total of twenty-two (22) billboards (fifteen (15) digital boards and seven (7) static boards) were utilized in Allegheny, Dauphin, and Philadelphia counties for the Simply Naked advertising campaign. Moreover, the Simply Naked advertisements were to have appeared on those billboards a combined total of eleven million, nine hundred forty-three thousand, eight hundred seventy-seven (11,943,877) times on various

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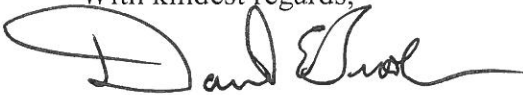
dates between May 28, 2012 and June 24, 2012, and the total cost for running those advertisements on the billboards was forty-five thousand seven hundred fifty dollars (\$45,750.00).

Pursuant to section 1307 of the RTKL [65 P.S. § 67.1307], the PLCB is authorized to charge a RTKL requestor reasonable fees for copying and postage. In this case, the fees for copies and postage are waived because the records being provided are less than ten (10) pages.

Should you have any questions regarding this letter, please contact the undersigned.

Please be advised that this correspondence will serve to close this record with our office as permitted by law.

With kindest regards,

A handwritten signature in black ink, appearing to read "David E. Brooker". The signature is fluid and cursive, with a large initial "D" and "B".

David E. Brooker
Agency Open Records Officer
Pennsylvania Liquor Control Board
417 Northwest Office Building
Harrisburg, PA 17124-0001

Enclosures

cc: Faith S. Diehl, Chief Counsel

OOH - Format	County	Location	Date	Net Cost	Monthly Impressions	Creative
Digital	Philadelphia	Walt Whitman Bridge	5/28/12-6/24/12	\$5,000.00	1,992,536	Simply Naked
Digital	Philadelphia	AT&T Station	5/28/12 - 6/24/12	\$4,250.00	242,017	Simply Naked
Static Board	Philadelphia	I-95 .6 miles N/O 676	5/28/12-6/24/12	\$6,300.00	2,436,192	Simply Naked
Static Board	Philadelphia	US 1 Roosevelt Exp. W/S 1,400 ft S/O Wayne Ave.	5/28/12-6/24/12	\$5,000.00	1,692,892	Simply Naked
Static Board	Philadelphia	I-76 Schuylkill Exp. 25 ft W/O Moore St. S/S	5/28/12-6/24/12	\$6,000.00	1,608,800	Simply Naked
Static Board	Dauphin	I-83 0.1 mi N/O 13th St. W/S	5/28/12-6/24/12	\$4,100.00	1,134,488	Simply Naked
Static Board	Dauphin	PA 581 0.9 mi W/O I-83 NS	5/28/12-6/24/12	\$4,100.00	1,214,948	Simply Naked
Static Board	Allegheny	5th Ave. N/L 140' W/O Stevenson	5/28/12-6/24/12	\$5,500.00	671,600	Simply Naked
Static Board	Allegheny	West Carson St. 500' W/O Duquesne	5/28/12-6/24/12	\$5,500.00	825,960	Simply Naked
Digital	Allegheny	Perrysville Ave S/O Westview Dr.	6/8/12 - 6/17/12	Bonus	1,715	Simply Naked
Digital	Allegheny	Sandy Creek Rd. N/O All River Blvd.	6/8/12 - 6/22/12	Bonus	3,694	Simply Naked
Digital	Allegheny	I-279 W/O Greentree exit	6/8/12 - 6/22/12	Bonus	7,592	Simply Naked
Digital	Allegheny	I-279 N/O Camp Horn exit	6/8/12 - 6/17/12	Bonus	5,699	Simply Naked
Digital	Allegheny	I-376 W/O PA Turnpike	6/8/12 - 6/22/12	Bonus	3,983	Simply Naked
Digital	Allegheny	Reedsdale St. W/O Fontella	6/8/12 - 6/22/12	Bonus	2,964	Simply Naked
Digital	Allegheny	I-79 N/O Bridgeville	6/18/12 - 6/22/12	Bonus	2,560	Simply Naked
Digital	Dauphin	PA 581 @ I-83	6/6/12 - 6/8/12	Bonus	6,072	Simply Naked
Digital	Dauphin	I-83 N/O Exit 43 NB 2nd St.	6/8/12 - 6/13/12	Bonus	15,276	Simply Naked
Digital	Dauphin	US 322-422 W/O Chambers Hill	6/8/12 - 6/17/12	Bonus	9,441	Simply Naked
Digital	Dauphin	I-83 @ Exit 41A Camp Hill	6/8/12 - 6/17/12	Bonus	35,627	Simply Naked
Digital	Dauphin	US 11 S/O PA 641	6/8/12 - 6/17/12	Bonus	11,570	Simply Naked
Digital	Dauphin	US 11-15 @ Ridgeview Dr.	6/8/12 - 6/17/12	Bonus	18,251	Simply Naked
Totals:				\$45,750.00	11,943,877	