

Finding your Target Audience



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When Ads succeed

Outwit. Outplay. Outlast.



When Ads succeed

I'm loving it...



Ad Fails

I've fallen and I can't get up.



Advertising

It's not just a job.....It's an adventure.

We all know what we like, but that does not mean that our target audience will like it too.



Knowing is half the battle:

- Who, What, Where, When, Why and How.

Before you start

Wassssss up?

Your Goals: What do you want?

- Increase Oil and Filter Recycling
- Increase Event Traffic
- Increase Web Traffic
- Increase Awareness About Oil and Filter Recycling

... How are you going to measure your results?



Before you start

The closer you get.....The better you look.

Who is your Target Audience?

Don't assume that you know.

- Basic Demographics of your Jurisdiction
- DIY Demographics
- Sub-populations: Shade Tree Mechanics



Demographics

A mind is a terrible thing to waste.

DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES Unincorporated

	Jan 1, 2012
Total Population	495,299
Household Population	468,651
Group Quarters Population	26,648
Persons Per Household	2.89

HOUSING AND OCCUPANCY

	Total Housing Units	Occupied Households
Total Housing Units	171,875	162,383
Single Family - Detached	118,805	113,552
Single Family - Multiple-Unit	13,996	12,457
Multi-Family	26,769	25,324
Mobile Home and Other	12,305	11,050

DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES Ramona

	Jan 1, 2012
Total Population	35,635
Household Population	35,235
Group Quarters Population	400
Persons Per Household	2.97

HOUSING AND OCCUPANCY

	Total Housing Units	Occupied Households	Vacancy Rate
Total Housing Units	12,166	11,845	2.6%
Single Family - Detached	9,476	9,345	1.4%
Single Family - Multiple-Unit	648	563	13.1%
Multi-Family	1,560	1,474	5.5%
Mobile Home and Other	482	463	3.9%



- Population
- Housing
- Income
- Gender
- Ethnicity

Demographics

It keeps going and going and going...

POPULATION BY RACE, ETHNICITY AND AGE

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	135,686	290,979	18,256	6,190	28,084	16,104
Under 5	12,376	13,024	1,270	405	1,671	2,456
5 to 9	12,439	13,378	1,212	493	1,741	2,048
10 to 14	12,465	15,133	1,223	448	1,826	1,741
15 to 17	7,915	10,667	796	278	1,042	1,021
18 and 19	6,410	10,150	867	227	824	692
20 to 24	13,978	26,046	2,234	651	1,985	1,425
25 to 29	10,514	16,676	1,578	451	1,882	1,077
30 to 34	9,083	13,770	1,416	394	1,961	880
35 to 39	8,964	12,836	1,135	322	2,125	783
40 to 44	8,835	15,976	1,203	307	2,284	771
45 to 49	8,338	19,851	1,248	355	2,024	650
50 to 54	7,075	24,869	1,262	456	2,013	697
55 to 59	5,522	24,628	989	377	1,863	519
60 and 61	1,681	9,185	279	137	700	186
62 to 64	2,225	13,091	386	169	969	215
65 to 69	2,726	17,239	370	225	1,065	262
70 to 74	1,841	11,452	271	163	806	200
75 to 79	1,371	8,649	188	138	572	171
80 to 84	952	6,866	124	88	376	120
85 and older	976	7,493	205	106	355	190
Under 18	45,195	52,202	4,501	1,624	6,280	7,266
65 and older	7,866	51,699	1,158	720	3,174	943
Median Age	26.1	44.3	29.8	31.8	37.6	20.3



Demographics

We bring good things to life.

DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES Ramona

POPULATION BY RACE, ETHNICITY AND AGE

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	8,785	24,928	283	240	606	793
Under 5	733	1,091	18	8	36	104
5 to 9	818	1,237	16	14	19	85
10 to 14	877	1,519	16	15	21	87
15 to 17	621	1,137	26	7	25	60
18 and 19	441	807	21	4	26	39
20 to 24	796	1,546	23	25	29	69
25 to 29	625	1,264	18	17	29	48
30 to 34	526	1,105	14	15	34	31
35 to 39	614	1,123	11	13	43	36
40 to 44	606	1,572	11	9	35	31
45 to 49	532	1,998	19	13	59	48
50 to 54	496	2,589	26	21	60	54
55 to 59	339	2,404	20	26	54	33
60 and 61	112	808	7	9	13	4
62 to 64	154	1,146	11	6	33	16
65 to 69	191	1,307	10	13	28	13
70 to 74	112	804	8	10	20	12
75 to 79	64	595	2	5	18	6
80 to 84	63	455	6	4	8	7
85 and older	65	421	0	6	16	10
Under 18	3,049	4,984	76	44	101	336
65 and older	495	3,582	26	38	90	48
Median Age	25.9	45.2	31.3	41.1	45.5	21.6



Demographics

It pays to discover.

- Go beyond the basics
- 16% of the general population are DIY oil changers
- Who are your resident DIYers?
 - Language
 - Identity
 - Culture
 - Recreation
 - Media consumption



Choosing Media

Let your fingers do the walking.

- Print
 - Newspapers (regional and local)
 - Magazines and Journals
- Direct Mailers/Inserts
- Radio
 - 30 and 60 second ads
 - Traffic spots
- Online
- Social Media
- Television
- Outdoor



Choosing Media

Let your fingers do the walking.

- We are consuming MORE media.
 - 11 hours a day
 - 40% TV/Video (not w/online) ↑
 - 23.5% Online ↑
 - 7.5% Mobile devices ↑
 - 7.5% Newspapers/Magazines ↓
 - 21.5% Radio/Other media ↓
- People are multitasking.
- Online is only increasing.
- Mobile devices- phones & youth.



Newspapers

That was easy.

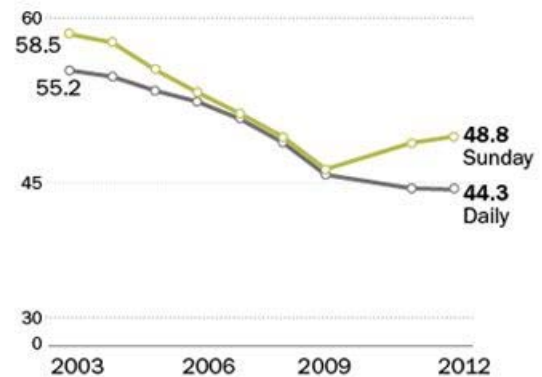
Newspaper Circulation Holds Steady



After years of decline, total daily circulation stayed even in 2012 and Sunday actually grew. Much was tied to new digital pay plans as well as more lenient accounting rules.

Total Daily and Sunday Circulation

Circulation in millions



SOURCE: Editor & Publisher Yearbook, 2010 and 2012 figures are estimates by Rick Edmonds of Poynter and Emily Guskin of Pew Research Center based on the period ending September 30. 2011 Figure is Newspaper Association of America data extrapolated from Alliance for Audited Media.



Newspapers

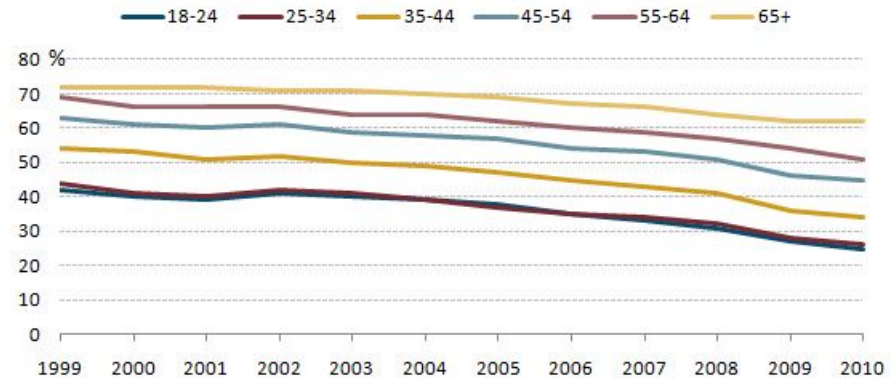
That was easy.

Demographics

The percentage of adults in all age groups who report that they read a newspaper yesterday has fallen steadily since 1999. Adults over the age of 65 are the most likely to be newspaper readers, and saw the smallest decline in readership: only 10 percentage points over the 11-year period.

Readership Falls for All Ages

Percentage Nationally Who Read Any Daily Newspaper Yesterday



Source: Scarborough Research survey data

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
2011 STATE OF THE NEWS MEDIA



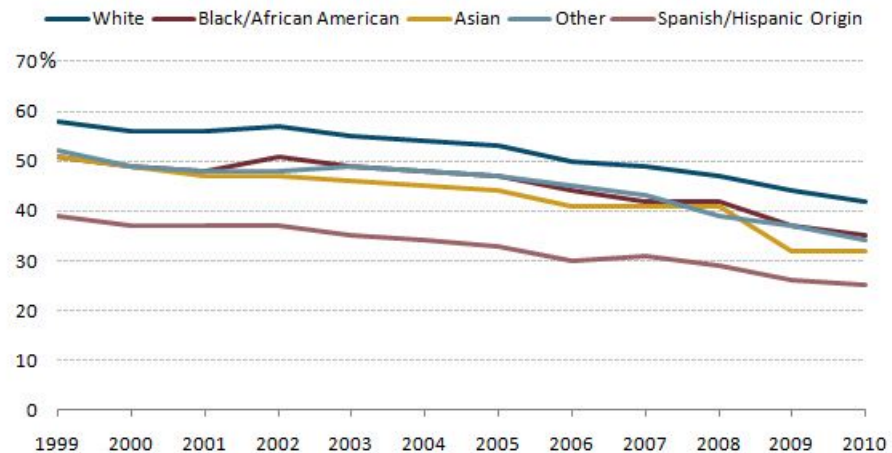
Newspapers

That was easy.

Whites have the highest levels of daily newspaper readership, followed by African Americans. Hispanics are least likely to read a newspaper, suggesting that English language fluency is likely a factor.

Whites Are More Likely to Read Newspapers

Percentage Nationally Who Read Any Daily Newspaper Yesterday



Source: Scarborough Research survey data

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
2011 STATE OF THE NEWS MEDIA



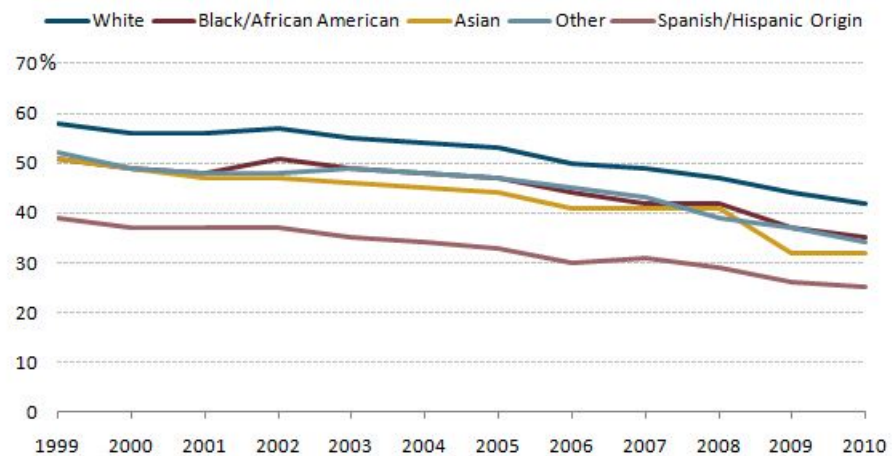
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Newspapers

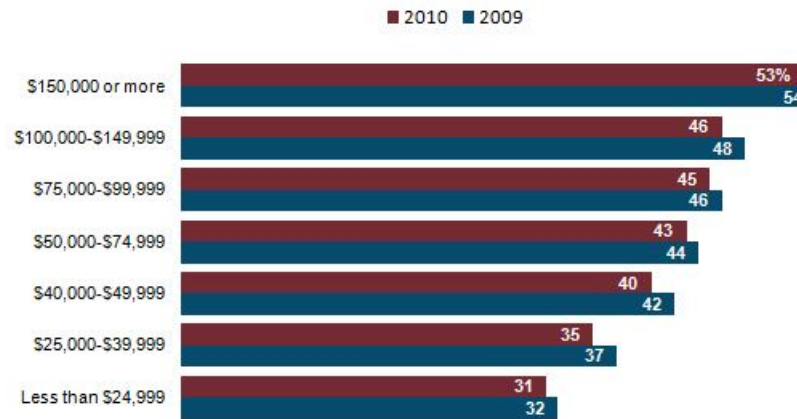
That was easy.

SEE FULL DATA

Higher levels of newspaper readership also correlate closely to higher income levels.

Higher Levels of Newspaper Readership Correlate Closely to Higher Income Levels

Percentage Nationally Who Read Any Daily Newspaper Yesterday



Source: Scarborough Research survey data

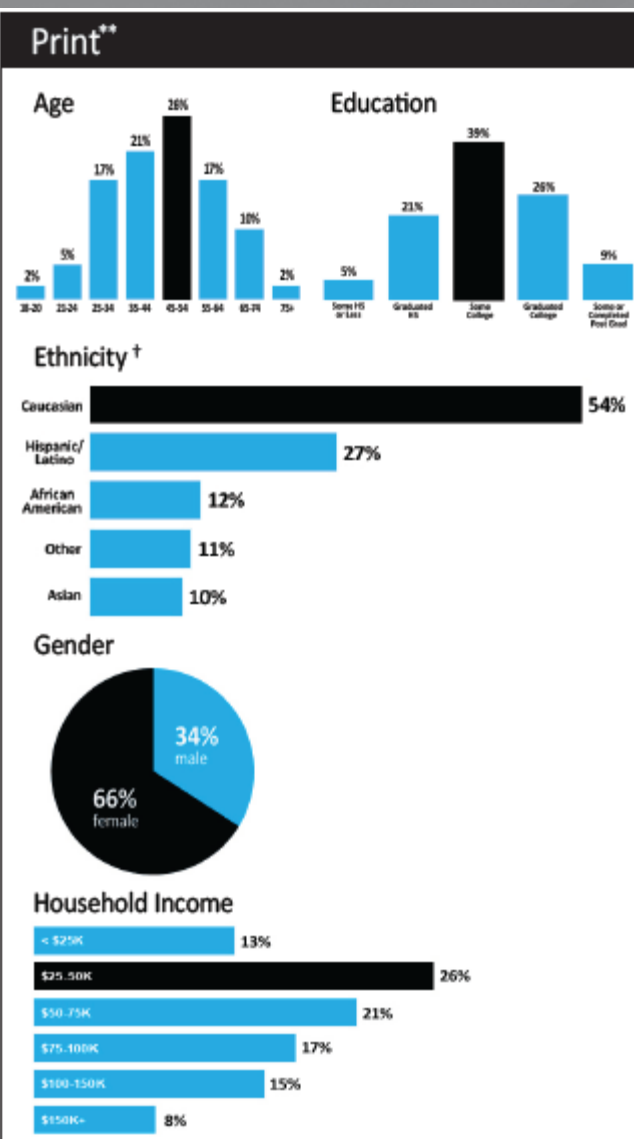


PennySaver
The Best Local Values - In Print & Online

Media Kit
Hyper-local Marketing Solutions

Mailers

Have it your way.

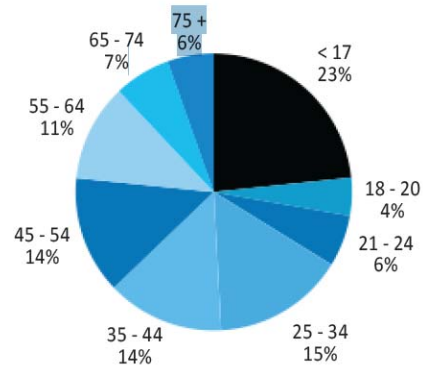


Mailers

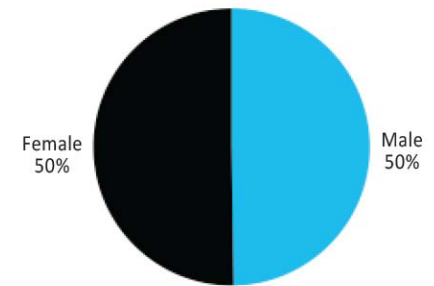
Have it your way.

San Diego

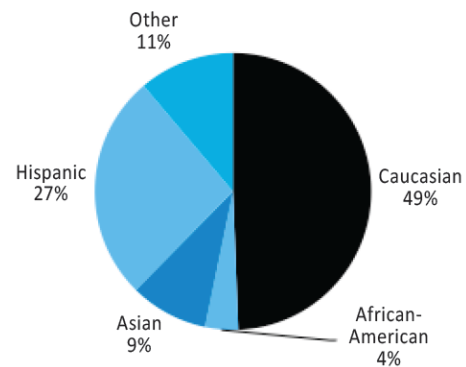
Age



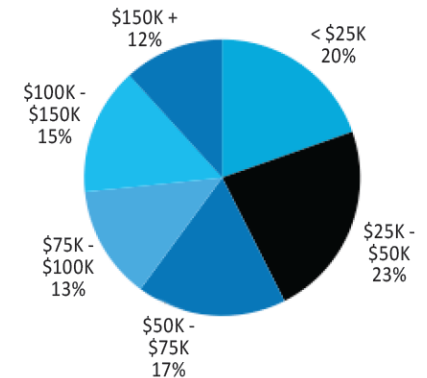
Gender



Ethnicity



Income



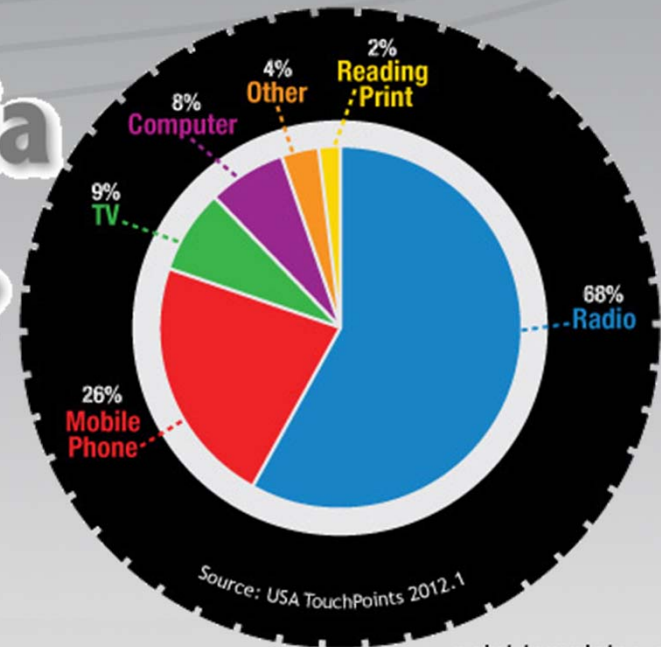
Radio

The happiest place on earth.

- Ads (30 and 60 second)
- Traffic spots (10-15 second)
- Hispanic market



Which media
do we use
when
commuting?



Source: USA TouchPoints 2012.1

Online

Tastes great! Less filling!

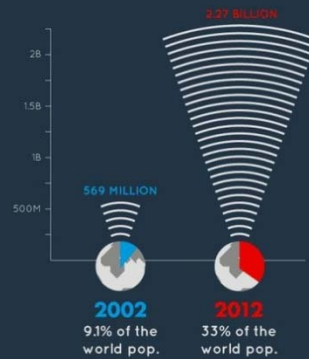


THE INTERNET A Decade Later



THE GROWTH OF THE
INTERNET IN THE PAST
10 YEARS IS STAGGERING

Internet Users



Internet Usage

2002

46 minutes
a day



2012

4 hours a day

Total Websites



AND MANY THINGS
HAVE CHANGED

Web Browser



Online

Kid tested, mother approved.



Search



2002

1. Spiderman
2. Shakira
3. Winter Olympics
4. World Cup
5. Avril Lavigne
6. Star Wars
7. Eminem
8. American Idol
9. Morrowind
10. Warcraft 3



2012

1. Rebecca Black
2. Google+
3. Hurricane Irene
4. Pinterest
5. Ryan Dunn
6. iPhone 5
7. Casey Anthony
8. Adele
9. Osama Bin Laden
10. Steve Jobs

Online

Just do it.



County of San Diego SEARCH

Your County Government | Community Services | Healthy Kids & Families | Business Resources | Environment | Public Safety | Jobs

Automotive Recycling

Printer Friendly | A+ | A- | A

[Click here for all things oil and oil filter recycling in the unincorporated County!](#)

Oil recycling services
Change your own motor oil? There are many places to accept your oil and filters for free. [Click here](#) to visit the County's Recycling Online Hotline or call 1-EARTH (1-877-713-2784).

Oil recycling services for businesses
Grants are available to support the collection business is interested in offering free collection equipment and reimbursement of related costs. Call 694-2463 for more information.

Tire recycling
Did you know tires can be recycled into new products? Visit the County's Recycling Online Hotline at 1-877-R-1-EARTH (1-877-713-2784). The County is tuned for information on our next event.

Agricultural recycling for businesses
A private-public partnership is helping San Diego County agricultural interests when funding is available. A private-public partnership is helping San Diego County agricultural interests when funding is available. A private-public partnership is helping San Diego County agricultural interests when funding is available. Contact Jen Winfrey at jen.winfrey@sdcounty.ca.gov.

The County offers free collection for used motor oil and filters for agricultural interests when funding is available. Events as they are scheduled, contact Jen Winfrey at jen.winfrey@sdcounty.ca.gov.

[Visit us on Facebook!](#)

[Recycling Home Page](#) | [Recycling](#) | [School Recycling](#) | [Construction Recycling](#) | [Automotive Recycling](#) | [Reuse](#)

Related Links

- DPW Home
- About DPW
- Accela Online Permit Database System
- Airports
- Consumer Information
- Engineering Services
- Environment Services
- Flood Control
- Land Development
- Landfill Management
- Permits and Forms
- Recycling
- Roads
- Special Assessment Districts
- Standards
- County Surveyor
- Transportation
- Watersheds
- Wastewater
- Frequently Asked Questions
- Site Map
- Current Job Openings
- Contacts

To find the nearest drop-off: WASTEFREESD.ORG 877-R-1-EARTH

Home | Events & News | How to Recycle | Other Resources | Contact

RAISE YOUR HAND IF WANT A FREE OIL FILTER

BRING IN A USED OIL FILTER & GET A NEW ONE FREE

OCTOBER 19, 2013

10AM - 2PM

At your participating **O'Reilly AUTO PARTS** Fallbrook, Spring Valley, Lakeside & Ramona

Curbside Collection Programs
Listing of Curbside Collection Programs for used motor oil and filters.

Oil/Oil Filter Collection Centers
Listing of Drop-Off Collection Centers accepting oil and filters by community.

Oil Only Collection Centers
Listing of Drop-Off Collection Centers accepting oil only by community.

Learn how to schedule a pickup at your home/curbside. | View Drop-Off Collection Centers | View Oil Only Drop-Off Collection Centers

Latest News & Events


- Bring in a used oil filter and get a new one FREE on October 19th at participating O'Reilly Auto Part locations!**
Bring in a used oil filter and get a new one FREE on October 19th at participating O'Reilly Auto Part locations! [View More](#)
- March 23 Oil Filter Exchange at Participating AutoZone locations**
March 23 Oil Filter [View More](#)

County of San Diego - Recycling You like this.

County of San Diego - Recycling Recycle your cartons! Some residents have been waiting for this opportunity.

Online

Get A little closer! Don't be shy.



Google search results for "san diego used oil recycling".

Search query: san diego used oil recycling

About 1,120,000 results (0.48 seconds)

Ads related to san diego used oil recycling

- Industrial Liquid Waste** 1 (855) 448 0354
www.liquidenvironmental.com
Nation's most trusted provider of non-hazardous waste solutions
- San Diego E-Waste Center - sandiego.edu**
www.sandiego.edu/e-waste
A free E-Waste collection center for Electronic/Appliance Recycling
9 5330 Linda Vista Rd., San Diego, CA - (619) 294-9014
- Used Oil and Oil Filter Recycling | Environmental ... - City of San Diego**
www.sandiego.gov/environmental-services/recycling/.../autoproducs.sht...
Residential Recycling Used Oil and Oil Filter Recycling Recycle Oil and Filters, Last Step. Last Drop. City of San Diego residents are encouraged to bring their ...
- Recycling Used Oil And Oil Filters & Collection ... - City of San Diego**
www.sandiego.gov/environmental-services/hazardous/auto.shtm
Household Hazardous Waste Recycling Used Oil And Oil Filters & Collection
An affordable and convenient way to dispose of used or leftover motor oil ...
- Used Oil and Oil Filter Recycling Events ... - City of San Diego**
www.sandiego.gov/.../recycling/events/usedoil.shtm
City of San Diego's Environmental Services Department pursues waste management strategies and operations to ensure that all residents of San Diego are ...
- Search for Used Oil Certified Collection Centers - CalRecycle**
www.calrecycle.ca.gov/usedoil/Reports/CenterSearch
Jun 15, 2010 - Find a Certified Used Oil Recycling Center Near You! ... Locate recycling centers in your area by using the form below to search by city. ...
- San Diego County Regional Used Oil & Filter Recycling Program**
https://www.facebook.com/San-Diego-Used-Oil-Recycling-100767
San Diego County Regional Used Oil & Filter Recycling Program. 26 likes about this Page to promote all jurisdictions in San Diego County's used oil ...
- R 1 Earth Oil and Oil Filter Recycling**
oil.r1earth.org
Listing of Curbside Collection Programs for used motor oil and filters. ... of the San Diego, Department of Public Works' Used Oil Recycling Program.

Google search results for "ramona used oil recycling".

Search query: ramona used oil recycling

About 471,000 results (0.27 seconds)

Ad related to ramona used oil recycling

- Industrial Liquid Waste** 1 (855) 448 0354
www.liquidenvironmental.com
Nation's most trusted provider of non-hazardous waste solutions
- Ramona Disposal Service**
www.ramonadisposal.com
EDCO Disposal ... Ramona Disposal Service is a Family Owned and Locally Operated waste ... June 4, 2013 Ramona Disposal Now Recycles Cooking Oil!
- County Offers Free Oil Recycling for Small Farms in Ramona - Going ...**
ramona.palch.com/...county-offers-free-oil-recycling-for-small-farms-01...
May 14, 2013 - Recycling used oil and oil filters can have a huge effect on the environment. A used oil filter can retain up to 11 ounces of oil even after draining ...
- County of San Diego: HHW Collection Facilities**
www.sdcountry.ca.gov/desh/hazmat/chd_hhfacilities.html
Ramona 324 Maple Street, Ramona, 92065 (Ramona Disposal Transfer Station) ... Used oil, oil filters, and electronics can be recycled at many local businesses.
- Ramona Household Hazardous Waste Collection Facility | Recycle ...**
recyclesandiego.org/...Listings...
by Jeffrey Harding · in 24 Google+ circles
The Ramona Household Hazardous Waste Collection Facility is a facility within Ramona, California that processes waste created in the home that is detrimental ...
- Ramona - R 1 Earth Oil and Oil Filter Recycling**
oil.r1earth.org/category/ramona/
Bring in a used oil filter and get a new or FREE! March 23 Oil Filter Exchange Event at AutoZone Stores in Ramona, Fallbrook, Spring Valley and Lakeside.
- Ramona city of san diego recycling used oil recycling recycling us ...**
yellowpages.10news.com/ramona...city-of-san-diego-recycling-used-...
city of san diego recycling used oil recycling recycling used oil recycling for Ramona, CA. Find phone numbers, addresses, maps, driving directions and reviews ...
- Oils used waste in Ramona, CA - Yellowpages.com**
www.yellowpages.com/ramona-ca/oils-used-waste
3 listings of Oils-Used & Waste in Ramona on YP.com. ... Baker Commodities Inc. Grease Collection, Recycling, Grease Trap & Interceptor Pumping Services.

Social Media

Share moments... Share life.



SOCIAL MEDIA EXPLAINED With Coffee

 I Like Coffee 

 I am drinking #Coffee 

 I am good at drinking Coffee

 Watch me as I drink coffee. 

 I am 13 and I drink coffee when I'm not taking pictures of myself.

 Here is a collection of pictures and recipes of coffee drinks.

 What is the difference between a Latte and a Macchiato? 

 Let's Get together (in person) and drink coffee together.

 Here are a bunch of popular articles about coffee.

 I am a Google employee who drinks coffee. 

 Here is where I drink coffee. I come here alot, I am the Mayor.

 Here is a vintage picture of me drinking coffee. (more than likely also making the "duck" face)

© 2012 Marketplace Maven
Facebook.com/MarketplaceMaven | www.MarketplaceMaven.com
Credits: This is based on the White Board Picture with the Donut analogy. (I do not know who created that original!)

Social Media

Share moments... Share life.



Who uses social networking sites

% of internet users within each group who use social networking sites

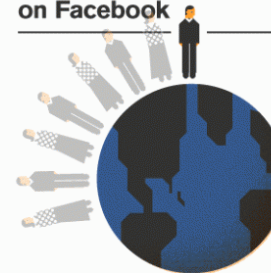
	All internet users (n=1,895)	72%
Gender		
a Men (n=874)		70
b Women (n=1,021)		74
Race/ethnicity		
a White, Non-Hispanic (n=1,331)		70
b Black, Non-Hispanic (n=207)		75
c Hispanic (n=196)		80 ^b
Age		
a 18-29 (n=395)		89 ^{bcd}
b 30-49 (n=542)		78 ^{cd}
c 50-64 (n=553)		60 ^d
d 65+ (n=356)		43
Education level		
a No high school diploma (n=99)		67
b High school grad (n=473)		72
c Some College (n=517)		73
d College + (n=790)		72
Annual household income		
a Less than \$30,000/yr (n=417)		75
b \$30,000-\$49,999 (n=320)		72
c \$50,000-\$74,999 (n=279)		74
d \$75,000+ (n=559)		71
Urbanity		
a Urban (n=649)		74
b Suburban (n=893)		71
c Rural (n=351)		69

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 - May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

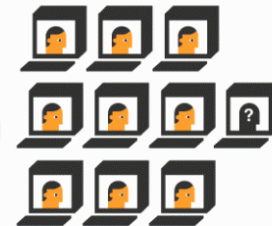
Note: Percentages marked with a superscript letter (e.g., ^b) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

As of December 2012.

1 out of every 8 people on earth are on Facebook

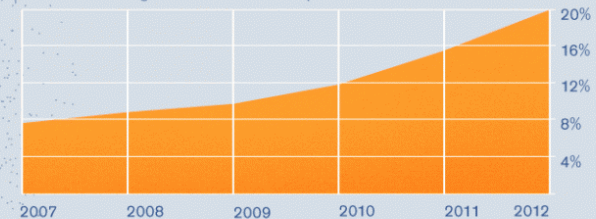


9 out of 10 US internet users are on a social network



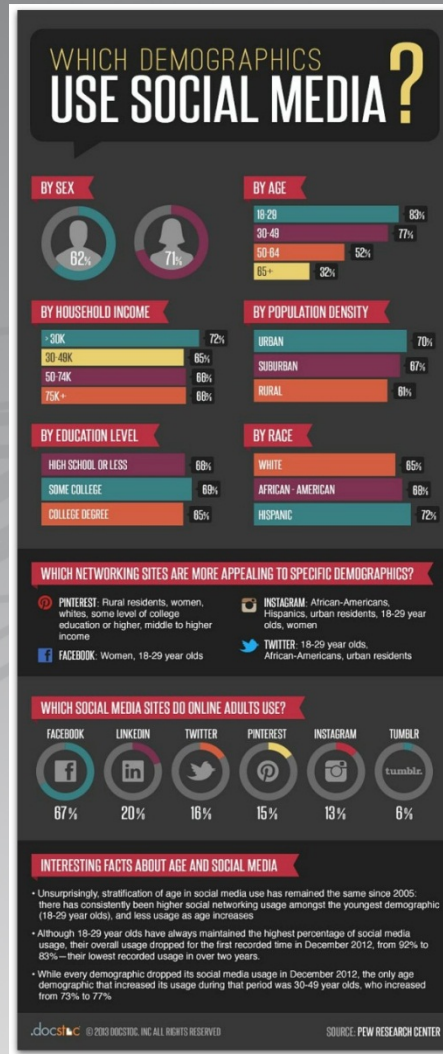
1 of 5 minutes spent online is on a social network

Social Networking: Share of Total Time Spent Online



Social Media

Share moments... Share life.



The screenshot shows the Facebook profile for 'County of San Diego - Recycling'. The page features a cover photo of a scenic landscape with mountains and a recycling bin. The profile information includes the address: 3515 Cleveland Ave., Suite 210, San Diego, CA 92161. The page has 183 likes and a recent post about recycling workshops. A post from 'County of San Diego - Recycling' dated yesterday promotes recycling workshops for residents, mentioning that participants can receive cartons in their blue bins. The post includes images of various recyclable items like Merlot wine, soy milk, and lemonade. Below the post, there are comments and a 'Like' button. On the right side, there are sections for 'Recent Posts by Others' and 'Likes', listing various local organizations and individuals who have interacted with the page.

Social Media

Share moments... Share life.



A screenshot of a Twitter profile for SDCo Recycling (@RecycleSDCo). The profile picture shows a tree with the SDCo Recycling logo. The bio states: "San Diego County Recycling preserve landfill space, conserve natural resources, save water & energy, decrease pollution, increase jobs & the economy. San Diego, CA www.sdcounty.ca.gov/recycling.html". The profile has 842 tweets, 88 following, and 34 followers. There are several tweets visible, including one about rain barrels, one about recycling cans, one about Halloween costumes, and one about reusing jars as decorations.

A screenshot of a Pinterest board for SDCo Recycling. The board is titled "SDcounty Recycling" and has 134 pins. The pins are organized into a grid and include various recycling tips and ideas, such as "DIY home repairs and upgrades", "Reuse ideas for bottles", "Reuse ideas - misc. materials", "Reuse ideas for paper prod.", "Reuse ideas for cans", "Reduce Food Waste", "Compost Phobias, Reuse, R.", "Reuse ideas for jewelry", "Green Cleaning and Natural", "Recycle - what goes in your", "Other stuff relating to Recycle", "Reuse Cuffs for Wine Sticks", "Recycle - misc items", "Recycle - food for animals", "Recycle - beyond the blue bin", "Reuse Art from Recycled Material", "Recycling - Glass", "Reduce packaging", "Greening your space with pl.", "Recycle - beyond the blue bin", "Reuse Art from Recycled Material", "Recycling - Glass".

A screenshot of a Facebook page for San Diego County Regional Used Oil & Filter Recycling Programs. The page features a large banner with the text "OIL & OIL FILTER We go together" and an image of a white oil jug and a used oil filter. Below the banner, there is a "San Diego County Regional Used Oil & Filter Recycling Programs" section with a "Like" button and a "Message" button. The page also has a "Government Organization" label and a "Page to promote oil jurisdictions in San Diego County's used oil and oil filter recycling programs." section.

A screenshot of a Facebook page showing posts and friends. The page is for San Diego County Regional Used Oil & Filter Recycling Programs. There are several posts visible, including one about recycling programs changing their cover photo and one about Halloween costumes. The page also shows a list of friends and a "Recent Posts by Others" section.

Composing your ad

Where's the beef?

- Graphics

- Image choice
- Size
- Color
- White space

- Message

- Headline
- Motivation
- Details
- How many words is too many?

- Moving Forward

- Become recognizable: maintain consistency with color, messaging, font.



What We Do

Imagination at work.

- Drop Off Locations
- Curbside Collection
- Events
- Outreach (schools, ads, booths)
- Target Audiences



Target Audiences

They're G-R-E-A-T!

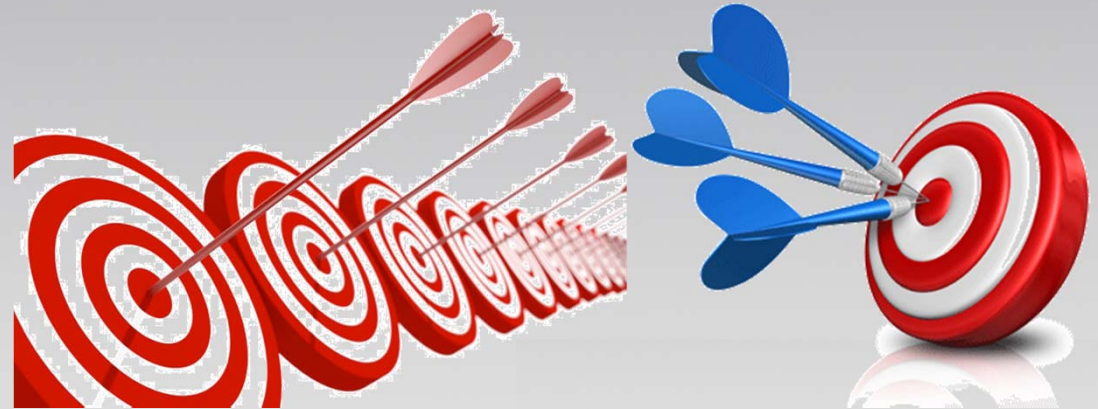
- Our Goal: Increase Filter Recycling.
- Our Method: Increased services, increased outreach.
- Our Audience:
 - Younger DIYers
 - Caucasian Shade Tree Mechanics
 - Hispanics
 - Lower incomes
 - Middle aged DIYers
 - Multiple cars in household, higher income



Shade Tree Mechanics

Sometimes you've got to break the rules

- How to find them?
- How to appeal to them?
- One ad for everyone? Or multiple ads designed to appeal specific groups?



Hispanic Audiences

Sí, se puede!

- Graphics
- Message
- Language (Translation/Voice)
- Medium
 - Radio
 - Print



Copy, Steal, Repeat

You can do it..... We can help.



Finish the Job Right


Recycle your used motor oil and filters.
Find Out How: www.RecycleUsedOil.org

Funded by a Grant from the California Integrated Waste Management Board



DUMP USED OIL AND WE ALL GET SOAKED.

Recycle your used motor oil and used oil filters



1-800-CLEANUP
for the collection location near you.

Funded by a grant from the California Integrated Waste Management Board.

Where We Started

It's the cheesiest!



How To Recycle Used Motor Oil



1. Collect oil in a large spill-proof container.
2. Call the Recycling Hotline for collection center locations, hours of operation, and quantity limits.
3. Bring oil and drained oil filters to a collection center. Save the container for reuse.

You can help save our earth's natural resources while protecting your car's engine.

County of San Diego
Recycling Hotline **877-R-1-EARTH** (877-713-2784) se habla español

Oil never wears out, it just gets dirty!

Re-refined oil is filtered, refined, and reformulated to meet American Petroleum Institute (API) standards and new car warranties.

Brands to ask for: Safety-Kleen America's Choice, Chevron Eco, Lyondell Enviroil, Unocal 76 Firebird, and Rosemead SOAR



printed on 100% post-consumer recycled paper

Help keep our water clean.

Why dump it when you can **Recycle** for **FREE!**

Stormwater Hotline **888-846-0800** www.projectcleanwater.org

Funded by a grant from the California Integrated Waste Management Board

Where We Started

It's the cheesiest!

**Hey
Slick!**



**Recycle
THIS!**

1-877-R-1-EARTH

Toll Free Recycling & Household Hazardous Waste Hotline



Funded by the County of San Diego and a grant from
the California Integrated Waste Management Board.

**ZERO WASTE
CALIFORNIA!**



Where We Started

It's the cheesiest!

**Recycle Now!
And get a FREE Oil Filter!**

Bring this coupon with your used oil filter to any of the Kragen Auto Parts stores listed below and get a new oil filter absolutely **free!** (up to \$5 retail value) Or receive \$5 credit toward the purchase of any new filter priced over \$5.

Offer ends February 1, 2005
Limit one per customer.
Good only at the following Kragen locations:

¡Recicle ahora y reciba un filtro de aceite GRATIS!

Lleve este cupón con su filtro de aceite usado a cualesquiera de las tiendas Kragen Auto Parts listadas abajo y reciba un filtro de aceite nuevo absolutamente **gratis!** (hasta un valor de \$5) O reciba crédito de \$5 en la compra de un filtro nuevo con un precio mayor de \$5.

Este oferta termina 1 de Febrero, 2005
Límite uno por cliente.
Bueno sólo en las siguientes tiendas de Kragen:

Bring your used motor oil too!
Traiga también su aceite usado de motor!

KRAGEN AUTO PARTS
Kragen Auto Parts
1220 E. Vista Way
Vista, Ca 92084
(760) 639-0095

Kragen Auto Parts
840 W. Mission Ave.
Escondido, Ca 92025
(760) 746-6762

Kragen Auto Parts
1935 Hwy 67
Ramona, Ca 92065
(760) 789-7109

Kragen Auto Parts
812 S. Main Street
Fallbrook, Ca 92028
(760) 723-1109



Recycling your used oil filter is...

- ◆ Good for the environment!
- ◆ Good for the economy!

- 1) When you recycle your used oil filters, they are collected and transported to a **FILTER RECYCLING** facility.
- 2) They are shredded, and the trapped used oil is separated from the steel.
- 3) The steel is taken to a steel mill where it is melted.
- 4) Your used oil filters are recycled into rebar, ready for use in construction and other steel products.

Reciclar el filtro de usado es...

- ◆ Bueno para el medio ambiente.
- ◆ Bueno para la economía.

- 1) Cuando recicla, su filtro usado se colecta y se transporta a un centro para reciclar.
- 2) Entonces los filtros se muelen y el aceite se separa del acero.
- 3) El acero a lavado a un fundidora donde es derretido.
- 4) ...y finalmente, su filtro usado es reciclado en barras de acero.

Solana Center
for Environmental Innovation

Sponsored by the
Solana Center for
Environmental Innovation
and the County of San Diego

County of San Diego
Recycling
It's in our Nature

Funded by a grant from the
California Integrated Waste
Management Board

NON-PROFIT ORG.
U.S. POSTAGE
PAID
PERMIT NO. 44
ENCINITAS CA

Where We Started

It's the cheesiest!

FREE Oil Filter Exchange Event
Saturday, Oct. 4!

Bring in a used oil filter,
and get one **free!**



**Only valid at participating Kragen
Auto Parts locations:**

- Fallbrook: 812 S. Main Street
- Ramona: 1935 Main Street
- Lakeside: 9530 Winter Gardens Blvd.
- Spring Valley: 8375 Paradise Valley Road, and 10050 Campo Road

**KSON will be at the Lakeside's Kragen
Auto Parts from 12noon-2pm!**

Call 1-877-R-1-EARTH or www.wastefreesd.org for more information.



ZERO WASTE—You Make It Happen!

Funded by the County of San Diego and a grant from the California Integrated Waste Management Board.



Where We Started

It's the cheesiest!



Used Oil and Filter Recycling Event

KRAGEN AUTO PARTS

WHERE:

Kragen Auto Parts
812 S. Main St.
Fallbrook, CA 92028

WHEN:

Saturday,
June 16th



10am-2pm - Bring Us Your Used Oil Filter And Receive a New One FREE!

FREE FILTER offer valid only during the specified date, time and place printed on this flyer. 1 Free Filter per person.

YOU can help save energy and a valuable resource by recycling the used motor oil from your car, truck, boat, recreational vehicle and lawnmower.

RECYCLING demonstrates your commitment to maintaining a clean environment. By taking your used motor oil to one of our Kragen recycling collection centers you are keeping it out of your drinking water, off the beaches, and away from wildlife.



FREE Oil Drain Containers While Supplies Last!

Since 1993 Kragen Auto Parts stores have collected 22,977,254 gallons of used oil.

Funded By A Grant From The California Integrated Waste Management Board and County of San Diego

For recycling information:
1-877-R-1-EARTH or 1-877-713-2784
ZERO WASTE - YOU MAKE IT HAPPEN



RECYCLING the motor oil from just one oil change protects a million gallons of drinking water – or a year's supply for 50 people!

Mobil 5000 Motor Oil	Coupon Price Per Qt.	1.99
Protection for 5,000 miles. Guaranteed!	Mail-In Rebate Per Qt.	-70¢
	Price Per Qt. After Mail-In Rebate	1.29

See Store For Details



Limit 1 Case At Coupon Price

Kragen Auto Parts

812 S. Main St.
Fallbrook, CA 92028
Saturday, June 16, 2007



Recycling
It's in our Nature.

Where We Started

It's the cheesiest!

Dump used oil and we all get soaked.

Did you know that used motor oil is 100% recyclable? Recycle your used oil and oil filters at hundreds of free drop off locations throughout the county. Many areas also have curbside collection programs.

Take the last step, recycle the last drop.



Put toxic waste in its place!

Household hazardous wastes cannot be disposed of in the trash or down the drain. Proper disposal options are available to residents.

Common household hazardous waste items:

- ◆ Pool chemicals
- ◆ Computers
- ◆ Paints & solvents
- ◆ TV, VCR & DVD players



- ◆ Auto fluids
- ◆ Cleaners
- ◆ Fertilizers
- ◆ Batteries
- ◆ Fluorescent bulbs



To learn more visit www.WasteFreeSD.org or call 1-877-R-1-EARTH. City of San Diego residents should call 858-694-7000.

Where We Started

It's the cheesiest!

A collection of various items including newspapers, paint cans, a mobile phone, a television, a refrigerator, and bottles of motor oil and beer, connected by blue arrows. A red sign with a recycling symbol says "Recycle THIS!".

Recycle THIS!

1-877-R-1-EARTH
Toll Free Recycling & Household Hazardous Waste Hotline

ZERO WASTE CALIFORNIA!  

Funded by the County of San Diego and a grant from the California Integrated Waste Management Board.

We have Arrived!

Can't beat the feeling!



Funded by a grant from the California
Integrated Waste Management Board.



ALL THOSE DISPOSING OF
YOUR OIL **CORRECTLY,**
RAISE YOUR HAND.

We need your oil filter too!

You're already doing your part in keeping a
cleaner community by recycling your oil.

**But did you know the oil filters are
as hazardous as oil alone?**

So next time, recycle them
together.

On behalf of all the families who
live in this community, **Thanks.**

To find the nearest drop-off:

WASTEFREED.ORG/OIL
877-R-1-EARTH



We have Arrived!

Can't beat the feeling!

A photograph of a person lying face down on a paved surface next to the rear of a white car. The person is wearing blue jeans and brown boots. An oil filter and other tools are scattered on the ground nearby. In the top left corner of the photo is a small logo that says "RECYCLE USED OIL".

Funded by a grant from the California Integrated Waste Management Board.

**YOU NOT ONLY DID GOOD WORK,
YOU DID GOOD.**

You've cared for our community by disposing of your oil correctly.
Did you know oil filters need to be recycled too?

When our communities are cleaner, our families are safer.
Next time you drop off your oil bring the oil filter at the same time.
On behalf of all the families who live in this community, **Thanks.**

To find the nearest drop-off:
WASTEFREESD.ORG/OIL
877-R-1-EARTH

A white plastic jug with a black cap, labeled "USED MOTOR OIL" in black marker. Next to it is a used oil filter.

We have Arrived!

Can't beat the feeling!



ONE GOOD DEED
DESERVES ANOTHER.

Disposing of your oil correctly has benefited us all.
Do some more good by recycling your oil filter too.

Financed by a grant from the California Integrated Waste Management Board.

You've helped keep our community clean and our families safe. Bring your oil filter when you recycle your oil, and together we can do more! On behalf of all the families who live in this community. Thanks.

To find the nearest drop-off:
WASTEFREED.ORG/OIL
877-R-1-EARTH

ONE GOOD DEED
DESERVES ANOTHER.

Disposing of your oil correctly has benefited us all.
Do some more good by recycling your oil filter too.

Financed by a grant from the California Integrated Waste Management Board.

You've helped keep our community clean and our families safe. Bring your oil filter when you recycle your oil, and together we can do more! On behalf of all the families who live in this community. Thanks.

To find the nearest drop-off:
WASTEFREED.ORG/OIL
877-R-1-EARTH

We have Arrived!

Can't beat the feeling!



Pots & Pans
Hand & Glove
Bat & Ball
Fork & Knife
Pen & Pencil
Sun & Moon
Land & Water
Table & Chair
Socks & Shoes
Heaven & Earth



OIL & OIL FILTER.
We go together.

Don't forget to bring your used filter when disposing of your oil.

Funded by a grant from the Colorado Integrated Waste Management Board.

You're already doing your part to keep our community safe and clean by recycling your used oil. Next time, **bring in your oil filter too.** It's quick, easy and the right thing to do. On behalf of all the families who live in this community, **Thanks.**

To find the nearest drop-off:

WASTEFREESD.ORG/OIL
877-R-1-EARTH



Keep it Going

Oh the possibilities...

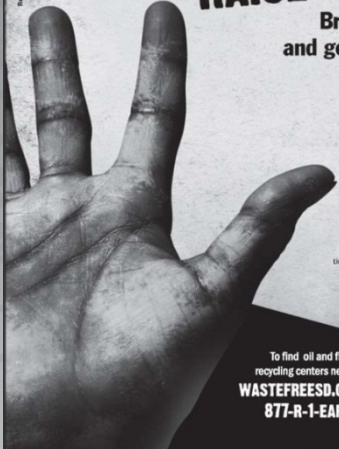


Free Ag Oil Collection

To schedule a FREE pickup for used motor oil and filters call (800) 449-7587 or email hotline@curbsideinc.com



Funded by a Grant from the Department of Resources Recycling and Recovery (CalRecycle). Part of the County of San Diego's Used Oil Recycling Program.



ALL THOSE WHO WANT A FREE MOTOR OIL FILTER RAISE YOUR HAND.

Bring in a used filter, and get a new one FREE!

Saturday, Oct. 19
10am - 2pm

O'Reilly
AUTO PARTS

1935 Main Street
Ramona, CA

Free filter offer valid only during the specified date, time and place printed above. 1 free filter per person. Limit 5 gallons used oil per day, per person.

To find oil and filter recycling centers near you:
WASTEFREED.ORG/OIL
877-R-1-EARTH



RAISE YOUR HAND IF YOU WANT AN EASIER WAY TO RECYCLE USED MOTOR OIL & OIL FILTERS

CALL TODAY TO SCHEDULE A FREE CURBSIDE PICKUP

To schedule a free curbside pickup:
1-800-449-7587 OR HOTLINE@CURBSIDEINC.COM
Or to find the nearest drop-off location:
1-877-R-1-EARTH
WWW.WASTEFREED.ORG/OIL



Funded by a Grant from the Department of Resources Recycling and Recovery.



Event Advertising

Because you're worth it.

USED OIL AND FILTER RECYCLING EVENT

Bring us your
used oil filter
and receive
a new one
FREE!

Saturday, Oct. 19
10am-2pm

At your participating



812 South Main Street
Fallbrook

9732 Winter Gardens Blvd.
Lakeside

1935 Main Street
Ramona

10050 Campo Road
Spring Valley

8375 Paradise Valley Rd.
Spring Valley



ALL THOSE WHO WANT A
FREE MOTOR OIL FILTER,
RAISE YOUR HAND.

Bring in a used filter,
and get a new one **FREE**
on Saturday, Oct. 19.

You're already doing your part in keeping a
cleaner community by recycling your oil.
But did you know the oil filters are
as hazardous as oil alone?

On behalf of all the families who
live in this community, Thanks.

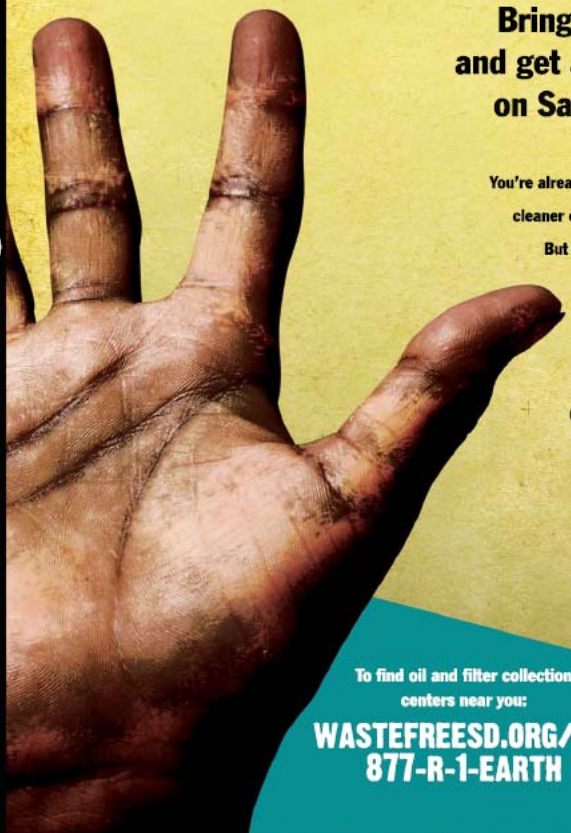
To find oil and filter collection
centers near you:

WASTEFREED.ORG/OIL
877-R-1-EARTH

Free filter offer valid only during the specified date, time and place printed above.
One free filter per person. Limit 5 gallons used oil per day, per person.



Funded by a Grant from the Department of Resources Recycling and Recovery (CalRecycle).



La publicidad de eventos

You're going to like the way you look... I guarantee it!



Select & Zoom

EVENTO DE RECICLAJE DE ACEITE Y FILTRO

Trae un filtro
de aceite
usado y recibe
uno nuevo
Gratis!

Sábado
19 de Octubre
10am-2pm

En las tiendas participantes

O'Reilly
AUTO PARTS

812 South Main Street
Fallbrook

9732 Winter Gardens Blvd.
Lakeside

1935 Main Street
Ramona

10050 Campo Road
Spring Valley

8375 Paradise Valley Rd.
Spring Valley



LEVANTA LA MANO SI QUIERES UN FILTRO DE ACEITE, ¡GRATIS!



Trae un filtro de aceite usado
y recibe uno nuevo **gratis**,
Sábado 19 de Octubre.

No sólo hiciste un buen trabajo, hiciste un bien.
Al reciclar tu aceite usado demuestras
tu interés en nuestra comunidad.

Así decimos gracias
por mantener tu comunidad
limpia y cuidar la salud
de nuestras familias.

Para más información visita:
WASTEFREESD.ORG/OIL
877-R-1-EARTH



Oferta de filtro gratis válida únicamente durante la fecha, hora y lugar mencionados. Un filtro gratis por persona. Límite de reciclaje: 5 galones de aceite usados por día, por persona.

Filiación con fondos del Departamento de Recursos, Reciclaje y Recuperación - "CalRecycle".

Radio

Strong enough for a man... but made for by a woman.



- Matching ad to demo to station
- Reach & frequency
- Memorable
- Repetition from print/online
- Action step: easy to remember