

USDA SNAP 2012 Radio Advertising Locations

Period of time ads will air: March - June 2012

Region	Market	States (incl. Spill)	Counties	Phone Number
WRO				
	Los Angeles	CA	Los Angeles, Orange, San Bernardino, Inyo, San Diego (North), Ventura (West), Kern (East), Riverside (West)	CA State Number - 1-877-847-3663 (Eng) CA State Number - 1-888-9-COMIDA (Sp)
	Sacramento	CA	Sacramento, Yolo, El Dorado (West), Placer (West), Nevada (West)	
	Riverside - San Bernardino	CA	Riverside (West Inner), San Bernardino (West Inner)	
	Victor Valley	CA	San Bernardino (West Remainer & West Y Split)	
	Stockton-Modesto	CA	Stockton, Modesto	
	Rural	CA	Del Norte, Siskiyou, Modoc, Humboldt, Trinity, Lassen, Mendocino, Tahoma, Plumas, Lake, Glenn, Colusa, Sutter, Yuba, Sierra, Nevada (East), Placer (East), El Dorado (East), Amador, Calaveras, Tuolumne, Alpine, Mono, Madera, Inyo, Riverside (West Outlet), Palm Springs (East), Imperial	
SERO				
	Charleston	SC	Charleston, Dorchester, Berkeley, Colleton, Georgetown, Williamsburg, Clarendon, Orangeburg	National Number - 1-800-221-5689
	Greenville-Spartanburg	SC	Greenville, Spartanburg, Anderson, Pickens	
	Rural	SC	Aiken, Allendale, Anderson, Bamberg, Barnwell, Beaufort, Berkeley, Charleston, Cherokee, Chesterfield, Colleton, Darlington, Dorchester, Edgefield, Fairfield, Florence, Georgetown, Greenville, Greenwood, Hampton, Horry, Jasper, Kershaw, Lancaster, Laurens, Lexington, McCormick, Marlboro, Newberry, Pickens, Richland, Spartanburg, Sumter, Union	
	Greenville-New Bern	NC	Onslow, Carteret, Jones, Lenoir, Pamlico, Craven, Greene, Pitt, Beaufort	NC State Number - 919-334-1224
	Raleigh-Durham	NC	Raleigh, Durham, Orange, Chatham, Johnston, Franklin	
	Rural	NC	Alamance, Alexander, Alleghany, Ashe, Beaufort, Bertie, Bladen, Brunswick, Buncombe, Burke, Cabarrus, Caldwell, Carteret, Caswell, Catawba, Chatham, Cleveland, Columbus, Cumberland, Currituck, Dare, Davidson, Davie, Durham, Edgecombe, Forsyth, Franklin, Gaston, Granville, Greene, Guilford, Halifax, Harnett, Haywood, Henderson, Hertford, Hoke, Iredell, Jackson, Johnston, Lee, Lenoir, Lincoln, McDowell, Macon, Madison, Martin, Mecklenburg, Mitchell, Montgomery, Moore, Nash, New Hanover, North Hampton, Onslow, Orange, Pasquotank, Pender, Perquimans, Person, Pitt, Polk, Randolph, Richmond, Robeson, Rockingham, Rowan, Rutherford, Sampson, Scotland, Stanly, Stokes, Surry, Union, Vance, Wake, Warren, Washington, Watauga, Wayne, Wilkes, Wilson, Yadkin, Yancey	

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	Houston-Galveston	TX	Polk, Liberty, Chambers, San Jacinto, Montgomery, Harris, Galveston, Brazoria, Fort Bend, Waller, Austin	
	Laredo	TX	Webb, La Salle, Zapata, Jim Hogg	
	McAllen-Brownsville	TX	Hidalgo, Cameron, Willacy, Starr	
	San Angelo	TX	Tom Green	
	Rural	TX	Anderson, Angelina, Armstrong, Atascosa, Bailey, Bandera, Bastrop, Baylor, Bee, Bell, Bexar, Blanco, Borden, Bosque, Bowie, Brazoria, Brewster, Briscoe, Brown, Burnet, Caldwell, Callahan, Cameron, Carson, Cass, Castro, Cherokee, Childress, Coleman, Collin, Colorado, Comal, Comanche, Cooke, Coryell, Cottle, Crane, Crockett, Crosby, Dallas, Dawson, Deaf Smith, Delta, Denton, DeWitt, Dickens, Dimmit, Donley, Duval, Eastland, Ector, Edwards, Ellis, El Paso, Fannin, Fayette, Fisher, Floyd, Foard, Fort Bend, Freestone, Gaines, Gillespie, Glasscock, Goliad, Gonzales, Gray, Grayson, Gregg, Grimes, Guadalupe, Hale, Hall, Hamilton, Hardin, Harrison, Hartley, Haskell, Hays, Hemphill, Henderson, Hill, Hockley, Hopkins, Houston, Howard, Hunt, Hutchinson, Irion, Jack, Jasper, Jeff Davis, Johnson, Jones, Karnes, Kaufman, Kendall, Kent, Kerr, Kimble, King, Kinney, Knox, Lamb, Lampasas, La Salle, Lavaca, Lee, Leon, Liberty Cluster, Lipscomb, Live Oak, Lubbock, McCulloch, McLennan, McMullen, Madison, Martin, Mason, Matagorda, Medina, Menard, Midland, Milam, Mills, Mitchell, Montague, Montgomery, Moore, Morris, Motley, Nacogdoches, Navarro, Nolan, Ochiltree, Oldham, Panola, Parker, Parmer, Polk, Potter, Presidio, Rains, Randall, Real, Red River, Reeves, Roberts, Rockwall, Runnels, Rusk, Sabine, San Augustine, San Saba, Schleicher, Scurry, Shelby, Sherman, Smith, Sterling, Stonewall, Sutton, Swisher, Tarrant, Taylor, Terry, Throckmorton, Tom Green, Travis, Trinity, Tyler, Upshur, Upton, Uvalde, Van Zandt, Victoria, Walker, Waller, Ward, Wharton, Wilbarger, Willacy, Wilson, Wise, Wood, Young, Zavala	State Number: 211
MWRO				
	Akron	OH	Summit, Portage	National Number - 1-800-221-5689
	Columbus	OH	Union, Madison, Delaware, Franklin, Pickaway, Fairfield, Licking	
	Toledo	OH	Fulton, Lucas, Wood	
NERO				
	New York City	NY, NJ, CT	Putnam, Westchester, Rockland, Nassau, Suffolk, Bronx, Queens, New York, Kings, Richmond, Dutchess, Orange, Ulster, Sullivan (NY); Monmouth, Middlesex, Somerset, Union, Essex, Hudson, Passaic, Morris, Bergen, Ocean, Mercer, Hunterdon, Warren, Sussex (NJ); Fairfield, New Haven, New London (CT)	National Number - 1-800-221-5689

USDA FNS will air the following radio spots: "Before That" and "Interruption" (general English-language audience); "Heroe" and "SNAP" (Spanish-speaking audience); and "Playground" and "Surprise" (senior audience). Note that the ads that run in each market may vary depending on the stations' formats.