4 in 10 Americans are breathing polluted air.

Your Zip Code Drives Your Health.
Air Quality Marketing
Campaign Summary

- **MORPC Air Quality Alerts**

- **IMPRESSIONS**: 668,625
  - The number of times your message was shown across digital platforms

- **CLICKS**: 6,118
  - The number of clicks directly on ad creative

- **MORPC VISITS**: 696
  - Website visits after someone was delivered your message

- **MAIL CHIMP SIGN UPS**: 367
  - New signs up on the mailchimp landing page
Ozone Season Has Ended

October 31st

Expect Annual Air Quality Report In December
Neighborhood Air Quality Monitoring
Brooke White, PhD
Sustainability Program Manager
Mid-Ohio Regional Planning Commission

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