

Crime Stoppers Billboards - up \$200K Reward for information leading to the arrest and conviction of those responsible for violent attacks against

The Atlanta Police Foundation is responsible for funding and coordinating the placement of over 450 billboards across 7 large cities with a heavy geo-fencing campaign in 9 cities. Below is a location breakdown of the billboard and digital marketing campaign to raise awareness of the \$200k reward:

1. Atlanta
 - a. 166 digital billboards, an assortment of posters, Marta shelters, and geo-fencing locations
2. Detroit
 - a. 73 digital billboards, and geo-fencing
3. Miami
 - a. 139 digital billboards, and geo-fencing
4. Nashville
 - a. 30 digital billboards, and geo-fencing
5. New York
 - a. 26 digital billboards (1 will be right outside the Lincoln tunnel), and geo-fencing.
6. Portland
 - a. 23 digital billboards, and geo-fencing
7. Seattle
 - a. Will be a heavily targeted Geo fence campaign.
8. Savannah
 - a. Will be a heavily targeted geo-fence campaign.
9. Summary
 - a. There will be 457 billboards up across 7 large cities.
 - b. There will be a heavy geo-fence effort in all 9 cities.
 - c. There will be 9 static posters put up in the metro Atlanta area.
 - d. 10 static shelters set in various MARTA stations.

Crime Stoppers of Greater Atlanta (CSGA) posted a reward up to \$200,000 for information leading to the arrest and conviction of perpetrators of a series of arson and firebombing incidents protesting the construction of the Atlanta Public Safety Training Center.

Anyone with information on the case can submit a tip anonymously to the Crime Stoppers Atlanta tip line at 404-577-TIPS (8477), online at www.StopCrimeAtl.org or by texting CSA and the tip to CRIMES (274637). Persons do not have to give their name or any identifying information to be eligible for the reward up to \$200,000.