

Fix MI State

May

Advertising Recap



**Martin
Waymire**

OVERALL METRICS: MAY 2022

2.6 MILLION IMPRESSIONS

64,932 ENGAGEMENTS

1,560 LINK CLICKS

Fix MI State
Sponsored · Paid for by Michigan
Infrastructure...

1,240 Michigan bridges are classified as structurally deficient. Michigan leaders must fund infrastructure to fix our roads, dams and bridges to support jobs and ensure our state's economic recovery from COVID-19.

Tell Lansing to fund our roads, bridges, dams, and underground infrastructure to #FixMIState!

Confirmed organization

1,240
MICHIGAN BRIDGES ARE CLASSIFIED AS
"STRUCTURALLY DEFICIENT"

Fix MI State
community

LEARN MORE

**IT'S UP TO US
TO KEEP THEIR
OFFICE SAFE.**

www.FixMIState.org

Fix MI State

BILLBOARDS

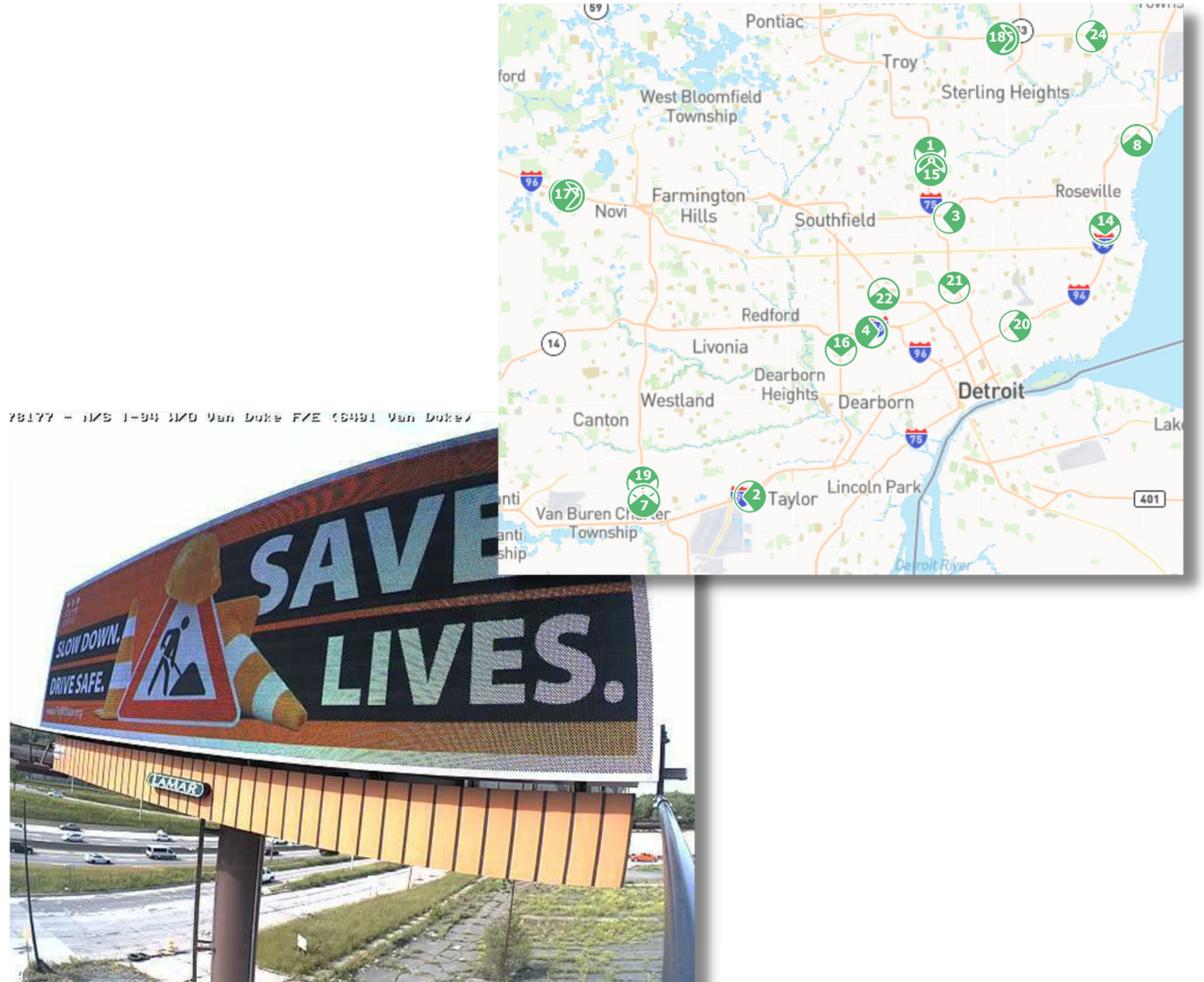
2,309,508

IMPRESSIONS

16

BILLBOARD LOCATIONS

In May, MITA's digital billboard campaign for work zone safety served more than 2.3 million impressions over 16 different locations throughout southeast Michigan.



FACEBOOK WORK ZONE SAFETY ADS

*COMBINED APRIL AND MAY BUDGETS DUE TO TIMING

156,155
IMPRESSIONS

13,440
ENGAGEMENTS

627
LINK CLICKS



FACEBOOK LEGISLATIVE ADS

116,777
IMPRESSIONS

8,786
ENGAGEMENTS

227
LINK CLICKS

Fix MI State
Sponsored · Paid for by Michigan Infrastructure... ·

It's time to fund repairs for our roads, dams and bridges! Tell Lansing to fully fund infrastructure repairs! #FixMIState

Confirmed Organization




FUND MICHIGAN INFRASTRUCTURE

FIXMISTATE.ORG
Fixing What We Can | Fix MI State [LEARN MORE](#)

Fix MI State
Sponsored · Paid for by Michigan Infrastructure... ·

1,240 Michigan bridges are classified as structurally deficient. Michigan leaders must fund infrastructure to fix our roads, [...See more](#)

Confirmed organization



1,240
MICHIGAN BRIDGES ARE CLASSIFIED AS
"STRUCTURALLY DEFICIENT"

Fix MI State
Community [LEARN MORE](#)

Fix MI State
Sponsored · Paid for by Michigan Infrastructure... ·

Infrastructure funding in the state budget means more jobs and better roads. Tell Lansing to put Michigan on the right track [...See More](#)

Confirmed Organization



FUND ROADS BRIDGES & DAMS

Fix MI State
Community [LEARN MORE](#)

FACEBOOK TRIP REPORT ADS

59,552
IMPRESSIONS

42,706
VIDEO VIEWS

79
LINK CLICKS

MICHIGAN'S INFRASTRUCTURE
CONDITIONS COST THE
AVERAGE HOUSEHOLD

\$4,845
ANNUALLY

