

# Arorp Information Dissemination

Please complete the survey below.

Thank you!

## Please only report on ARORP-funded services provided this quarter.

Number of impressions by billboard	0
Number of impressions by radio ad	7414638
Number of impressions by newspaper ad	0
Number of impressions by handout (for example, flyers or notecards)	3112000
Number of impressions by television	1355582
Number of impressions by social media	995476
Number of mobile app downloads	0
Number of other impressions	203459
Please describe other media impressions (for example, press releases)	n/a
Number of total media impressions	12185255
From the total number of media impressions listed above, did you provide any media impressions from content in a language other than English?	<input type="radio"/> Yes <input checked="" type="radio"/> No

Please upload any reports from media vendors and billboard locations (if you have multiple files please contact ARORP administration)

## Age (for people receiving media services)

The total from this section should match the total number of media impressions.

0 to 11	0
12 to 17	0
18 to 25	0
26 to 44	0
45 to 64	0
65 plus	0

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Unknown Age	0
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**Gender (for people receiving media services)****The total from this section should match the total number of media impressions.**

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Male	0
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Female	0
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Non-Binary	0
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Unknown Gender	0
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**Race (for people receiving media services)****The total from this section should match the total number of media impressions.**

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White	0
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Black or African American	0
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Asian	0
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Native American	0
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Pacific Islander	0
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Unknown Race	0
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Other Race/Multi-Racial (please specify)	0
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**Ethnicity (for all people receiving media services)****The total from this section should match the total number of media impressions.**

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Hispanic	0
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Non-Hispanic	0
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Unknown Ethnicity	0
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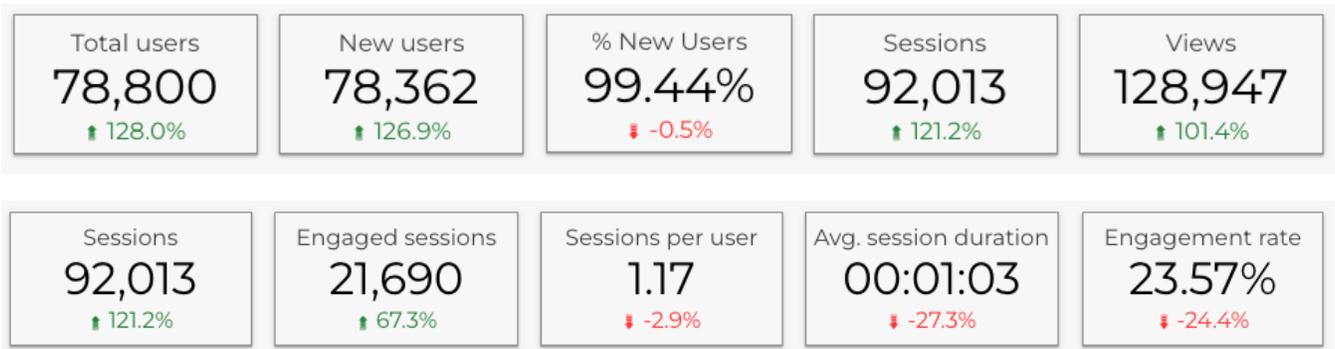
strategy. performance. results.

# Arkansas Drug Take Back 2024 Proof of Performance

Tallied January 9, 2025 • Presented April 22, 2025

## Website

Cumulative Google Analytics Overview on [www.ardrugtakeback.org](http://www.ardrugtakeback.org) (January 1-December 31, 2024)



### Top Pages by Views and Page Engagement

	Page path	Views ▾	View Percent	Sessions	Average session duration	Engagement Rate %
1.	/take-back/collection-sites/	42,292	32.8%	35,099	00:01:03	32.02%
2.	/	40,154	31.14%	31,785	00:00:44	32.56%
3.	/wellness/support-information-for-family-friends/	13,153	10.2%	12,735	00:00:04	2.48%
4.	/wellness/opioids-harm-the-body-brain/	3,993	3.1%	3,528	00:00:54	16.55%
5.	/resources/	2,861	2.22%	1,641	00:01:25	90.07%
6.	/the-arkansas-opidemic-ii/	2,841	2.2%	1,676	00:02:34	68.38%
7.	/about-arkansas-take-back/	1,629	1.26%	1,303	00:01:32	85.57%
8.	/good-samaritan-law-dont-run-call-911-2/	1,340	1.04%	1,241	00:01:58	48.67%
9.	/spring-2024-toolkit/	1,294	1%	616	00:01:37	78.57%
10.	/collection-sites/texarkana-bi-state-justice-center/	1,250	0.97%	1,117	00:00:40	34.47%



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## Digital Media

Cumulative Targeted Media Results (February 29-December 31, 2024)

Platform	Impressions	Clicks	Conversions*
Meta	995,476	19,035	18,879
YouTube	1,355,582	26,363	9,649
Online Display	203,459	1,103	9
Spotify	475,718	1,689	1,689

\*Landing page views as measured to time on site

## Traditional Media

- RARN: 5,245,080 Impressions
- Noalmark: 1,693,840 Impressions
- Spotify: 475,718 Impressions
- Pharmacy Bags: 3,112,000 Impressions