

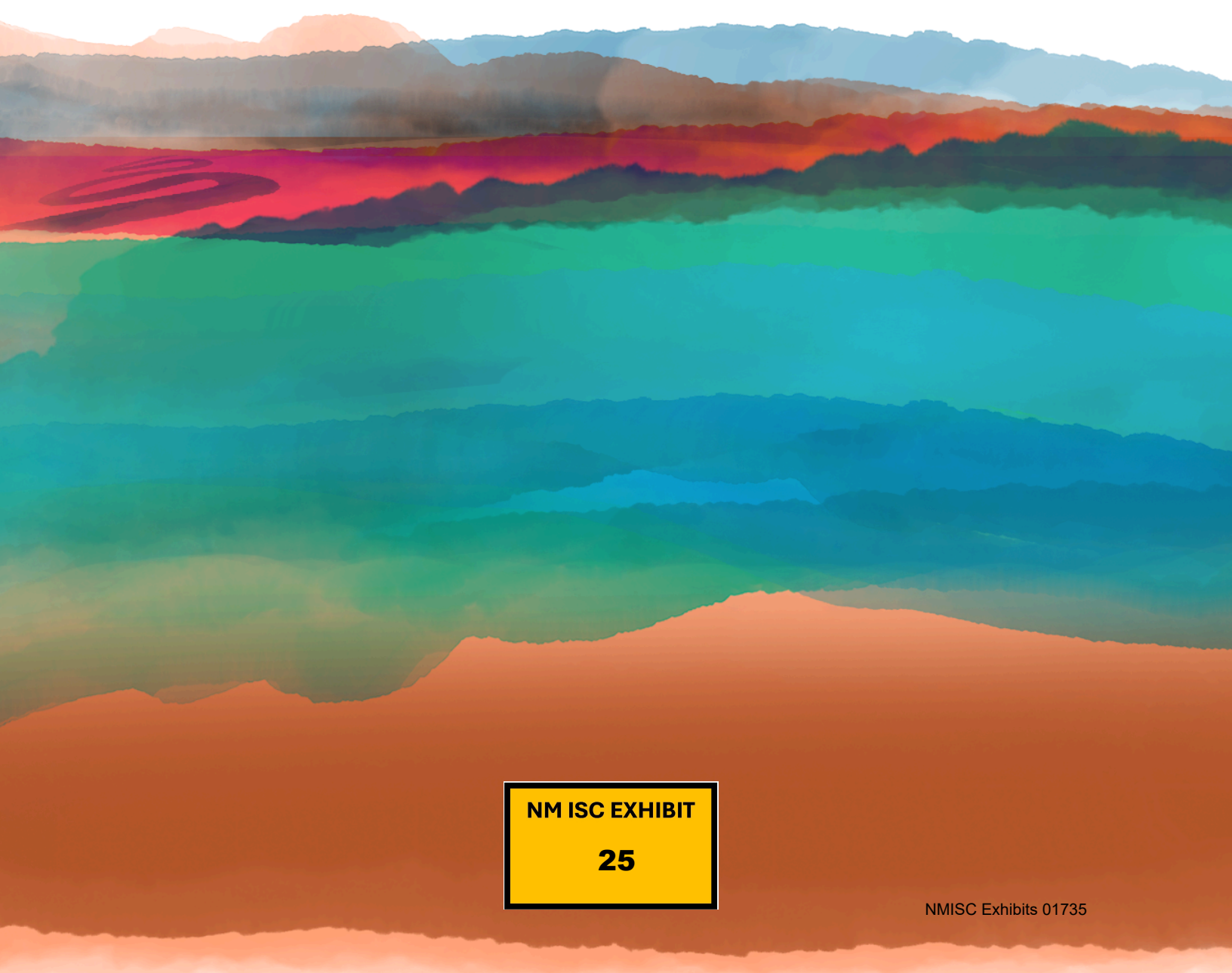


Received by *Jennifer Salazar*
10/01/2025 at 5:13 pm
NM Interstate Stream Commission

Talking with New Mexicans

Advertising Summary

2025 Proposed Rule Comment Period



NM ISC EXHIBIT

25

Advertising Overview

Between August and September 2025, the New Mexico Interstate Stream Commission (NMISC) engaged the Main Stream campaign to increase awareness of the Water Security Planning Act Proposed Rule and encouraged public participation through the state's online open comment portal. Below are some key outcomes and highlights from the campaign's advertising and outreach efforts.

Key Outcomes:

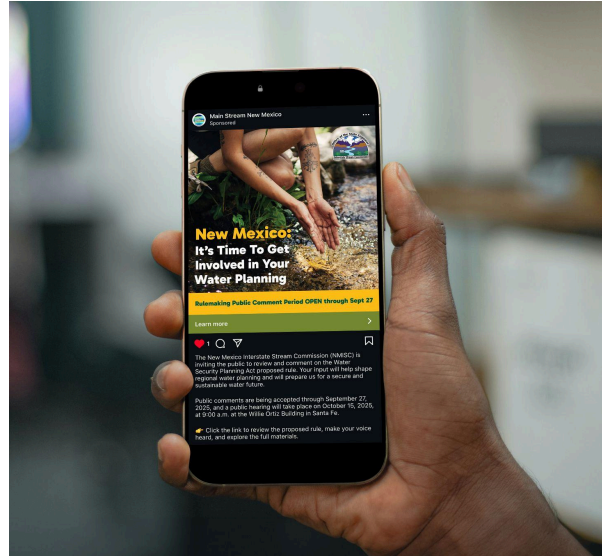
7 Million Impressions	Through digital and streaming platforms, advertisements for the open comment portal were seen over 7 million times.
35,000+ Web Page Visitations	Over 24,000 users visited the English and Spanish rulemaking landing page on MainStreamNM.org , resulting in more than 35,000 total page visits.
3,500+ Opened Newsletters	Newsletters were opened 3,500 times, with an average open rate of 43.1%, well above industry average.
1,200+ Advertisements	Statewide advertising included 1,149 radio ads, 11 newspaper ads, and a mix of 40 digital ads, inviting New Mexicans to read the proposed rule and leave feedback through the online open comment portal.

Advertisement Visual Highlights

Newsletter - Organic



Social Media - Paid



Newspaper - Paid



Programmatic/Web Ads - Paid

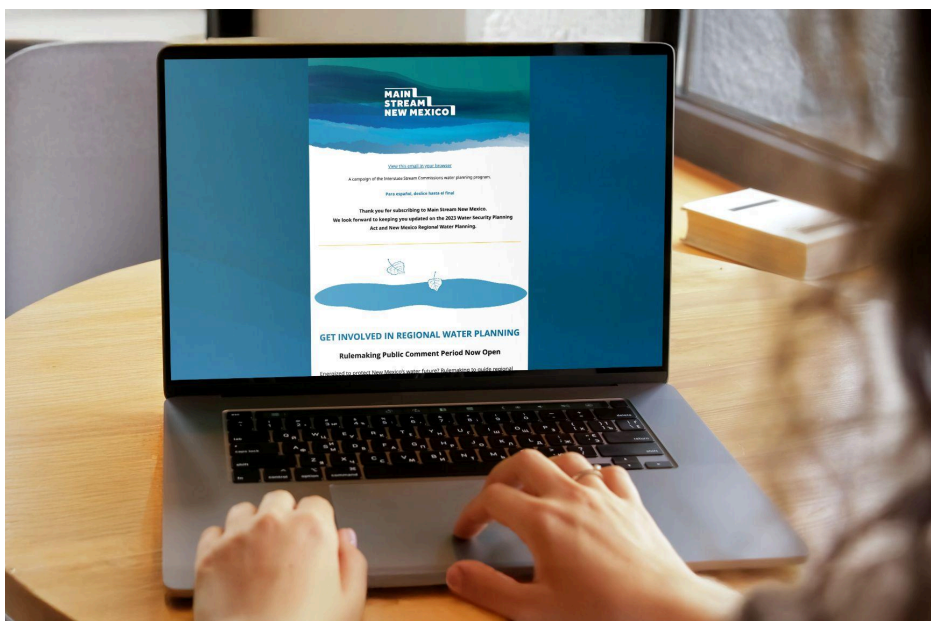


Detailed Report

Newsletter Outreach

A series of newsletters were distributed to over 2,800 Main Stream subscribers statewide. Each edition explained how New Mexicans could get involved in regional water planning, introduced the open comment portal, highlighted the Proposed Rule, and provided tools that walked readers through the NMISC's unique approach to gathering public input for shaping the Proposed Rule.

Newsletter Performance



2025 Open Comment Portal Newsletters

JULY 2025:

[Open Comment Portal Now Open](#)

Sent: July 24, 2025

Open Rate: 1,159 (42.4%)

Clicks: 127 (4.6%)

AUGUST 2025:

[Open Comment Portal Still Open](#)

Sent: August 27, 2025

Open Rate: 1,330 (48.2%)

Clicks: 155 (5.6%)

SEPTEMBER 2025:[Open Comment Portal Closing](#)

Sent: September 23, 2025

Open Rate: 1,074 (38.7%)

Clicks: 113 (4.1%)

The campaign ended with 3,563 total newsletter opens.

Digital Advertising

From August 15 to September 27, digital advertising ran statewide in both English and Spanish. Programmatic and social media ads focused on boosting visibility of the Water Security Planning Act Proposed Rule and made it easy for the public to provide feedback through the online comment portal.

Programmatic Advertising Performance

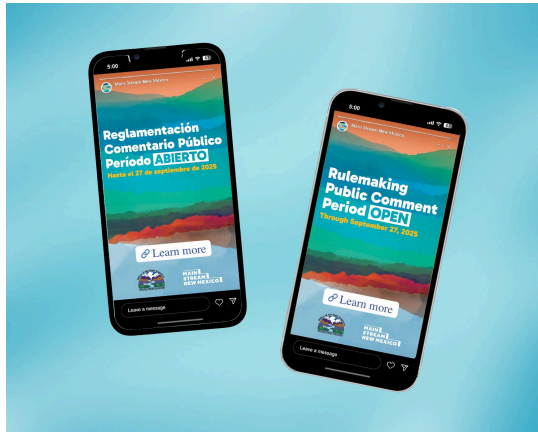
Language	Impressions	Clicks
English	781,680	642
Spanish	251,627	231
TOTAL	1,033,307	877

Social Media Advertising Performance

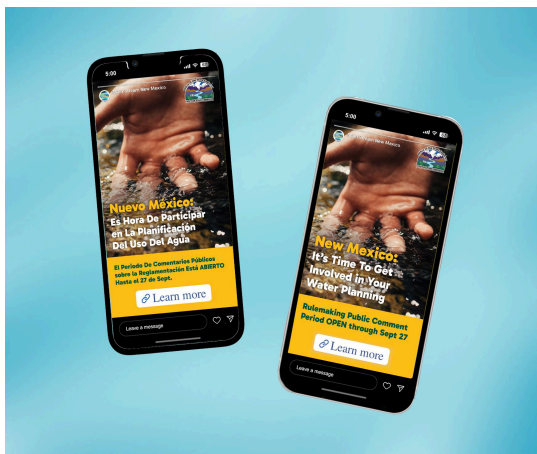
Social Ad	Language	Impressions	Clicks
Social Ad 1	English	2,313,903	10,875
Social Ad 1	Spanish	339,683	2,096
Social Ad 2.1	English	574,566	4,162
Social Ad 2.1	Spanish	223,458	3,987
Social Ad 2.2	English	346,289	2,405
Social Ad 2.2	Spanish	203,564	2,961
Social Ad 3.1	English	828,654	5,248
Social Ad 3.1	Spanish	146,591	1,977
Social Ad 3.2	English	704,724	5,237
Social Ad 3.2	Spanish	150,074	2,271
	TOTAL	5,831,506	41,219

Social Media Ad Graphics

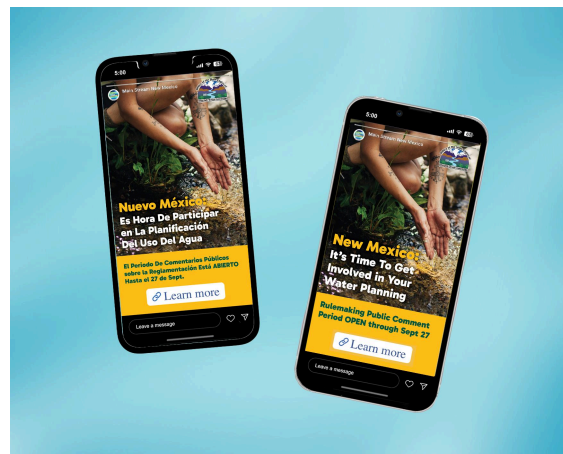
Social Ad 1



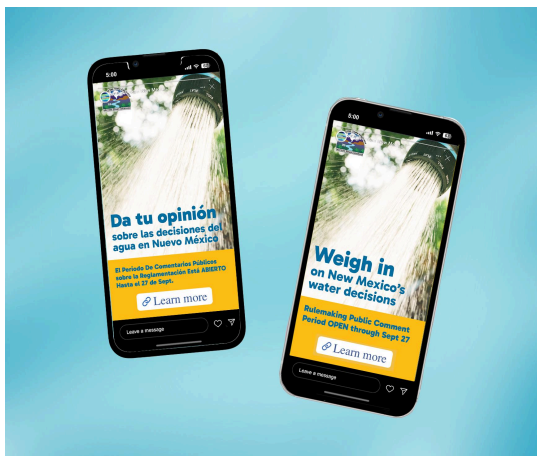
Social Ad 2.1



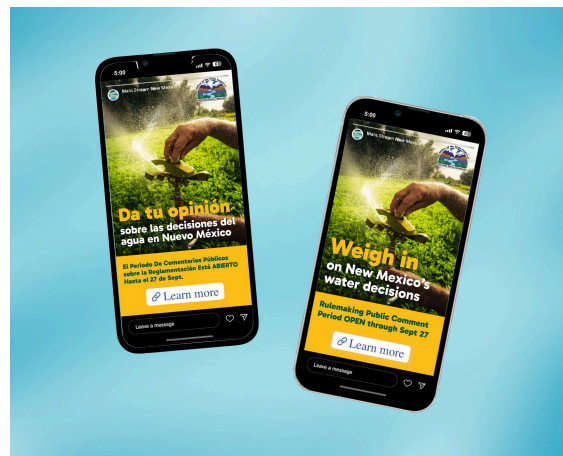
Social Ad 2.2



Social Ad 3.1



Social Ad 3.2



Newspaper Print Advertising

In early September 2025, print ads were placed in a variety of urban and rural newspapers across New Mexico. This expanded outreach to residents who have limited or no broadband internet access.

Newspaper Advertising Placements

URBAN		
Publication	Coverage Location	Date
Albuquerque Journal	Albuquerque, Rio Rancho, Corrales	8/31
Las Cruces Sun News	Las Cruces, Sunland Park, Anthony, Hatch	8/31
Santa Fe New Mexican	Santa Fe, Eldorado, Edgewood, Tesuque, Pojoaque	9/7
RURAL		
Publication	Coverage Location	Date
Mountain Monthly	Cloudcroft	9/2
Cibola Citizen	Grants, Milan, Pueblos and rural villages	9/3
Deming Headlight	Deming, Columbus	9/4
Rio Grande Sun	Española, Chama, Abiquiu, Chimayó, Dixon	9/4
El Defensor Chieftain	Socorro, Polvadera, Magdalena, San Antonio	9/4
FDT/Tri City Record	Farmington, Aztec, Bloomfield, Kirtland, Shiprock	9/5
Hidalgo County Herald	Lordsburg, Virden, Rodeo, Cotton City, Playas, Animas	9/5
Las Vegas Optic	Las Vegas	9/5
Silver City Daily Press	Silver City, Bayard, Hurley, Santa Clara	9/6
Gallup Independent	Gallup, surrounding communities, Navajo Nation	9/6
Roswell Daily Record	Roswell, Dexter, Hagerman, Lake Arthur	9/7
Total Newspaper Placements		11

Radio and Streaming Advertising

Radio ads aired in English and Spanish across New Mexico counties with higher monolingual Spanish populations and limited broadband access. A data-driven approach selected FM, AM, and streaming platforms to ensure coverage in urban and rural areas.



Streaming Advertising Performance

Language	Region	Impressions
English	Statewide	111,180
Spanish	Statewide	151,156
TOTAL		262,336

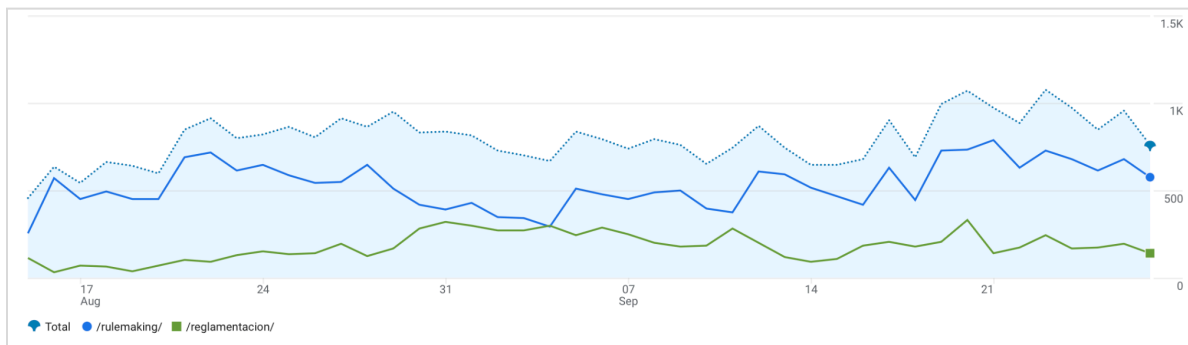
Radio Advertising Placements

Region	Radio Stations	Language	Ad Placements
McKinley County	KFMQ-FM KGLX-FM KXTC-FM	English	147
San Juan County	KCQL-AM KDAG-FM KKFG-FM KTRA-FM	English	296
Santa Fe, Los Alamos, Rio Arriba	99.9-FM 810-AM KSWVRADIO.COM	English	30
Santa Fe, Los Alamos, Rio Arriba	KXTC-FM KSWV-AM KSWVRADIO.COM	Spanish	12
Grant County San Miguel County Hidalgo County	KNFT-FM KNFT-AM KSCQ-FM	English Spanish	126
Luna County, Doña Ana County	KVLC-FM	English	29
Luna County, Doña Ana County	KMVR-FM	Spanish	29
Otero County	KZZX-FM KYEE-FM KQEL-FM	English	300
Chaves County	KZOR-FM	English	90
Chaves County	KPZA-FM	Spanish	90
TOTAL			1,149

Website Analytics

Website analytics during the open comment portal period provided insights into the campaign's online engagement. Visits to MainStreamNM.org and the English and Spanish version of MainStreamNM.org/Rulemaking were analyzed regularly, informing ongoing ad targeting, messaging, and content adjustments to provide transparency to New Mexicans and drive participation.

Website Traffic 8/15 - 9/27/2025



Page path and screen class		Views	Active users	Views per active user
		↓		
☒	Total	34,933 100% of total	24,366 100% of total	1.43 Avg 0%
☒	1 /rulemaking/	23,434 (67.08%)	17,230 (70.71%)	1.36
☒	2 /reglamentacion/	7,871 (22.53%)	6,027 (24.74%)	1.31