



**OFFICE OF THE SECRETARY OF STATE**

Bureau of Elections, Ethics Administration  
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**2025 Report of Advertising Campaign  
 Reporting Form**

<b>Name Of The Organization:</b> New Mexico Safety Over Profit	
<b>Business Address:</b> 1228 Central Ave. SW, Albuquerque, NM 87102	
<b>Email Address</b> info@nmsop.org	<b>Telephone #</b> (505) 410-0424
<b>Name Of Contact Person</b> Jon Lipshutz	
<b>Email Address</b> info@nmsop.org	<b>Telephone #</b> (505) 410-0424

<b>EXPENDITURES AND COMMITMENTS TO EXPEND</b>			
DATE	Purpose Of Expenditures	Type	Amount
08/05/2025	7/16/24 - J&Z Strategies - Digital buy	Expenditure	\$25,000.00
08/05/2025	8/31/24 - DM Communications - Social Media Consulting	Expenditure	\$1,502.67
08/05/2025	9/30/24 - J&Z Strategies - Ad production and digital buy	Expenditure	\$52,000.00
08/05/2025	10/2/24 - DM Communications - Social Media Consulting	Expenditure	\$1,627.99
08/05/2025	10/10/24 - J&Z Strategies - Med mal newspaper buy - ABQ Journal, SF New Mexican, Las Vegas Optic, Las Cruces Sun, Taos News	Expenditure	\$35,479.00
08/05/2025	10/11/24 - Anaya Consulting - Research, writing and ad development	Expenditure	
08/05/2025	11/1/24 - DM Communications - Social Media Consulting	Expenditure	
08/05/2025	12/5/24 - DM Communications - Social Media Consulting	Expenditure	
08/05/2025	12/5/24 - Don Mickey Designs - Printing of Health Care Report	Expenditure	
08/05/2025	12/10/24 - Forward Solution Strategy Group LLC - Communication Strategies	Expenditure	

<b>TOTAL AMOUNT</b>	\$115,609.66
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<b>CONTRIBUTIONS AND PLEDGES TO CONTRIBUTE</b>				
DATE	Name And Address Of Contributor	Occupation	Type	Amount
<b>TOTAL AMOUNT</b>				

I hereby swear or affirm, under penalty of law, that all the information on this form, including any attachments, is true, correct and complete of the best of my knowledge.

Jon Lipshutz	Authorized Agent	8/8/2025
SIGNATURE Of Principal, Organizer, or Officer	Title	Date