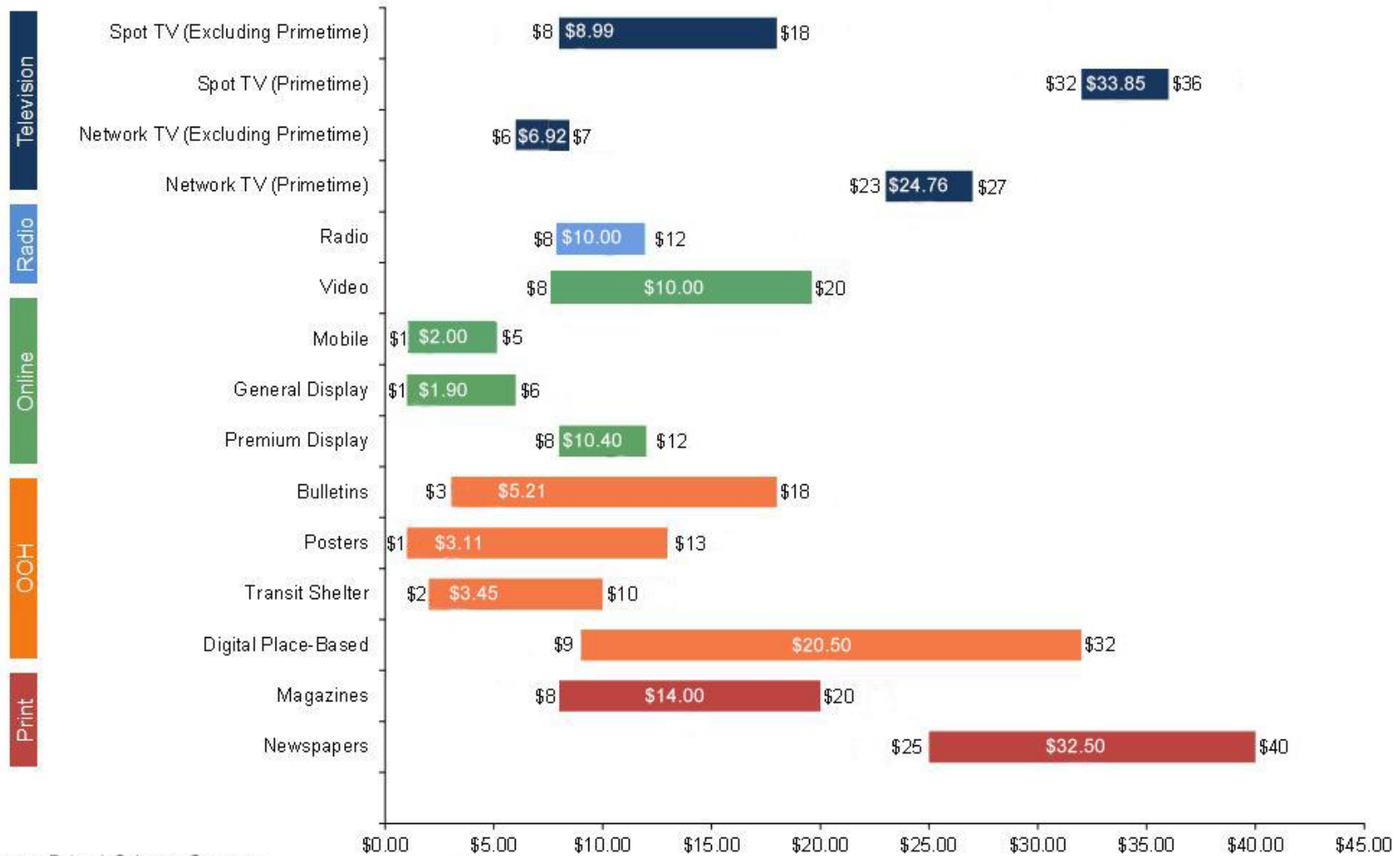
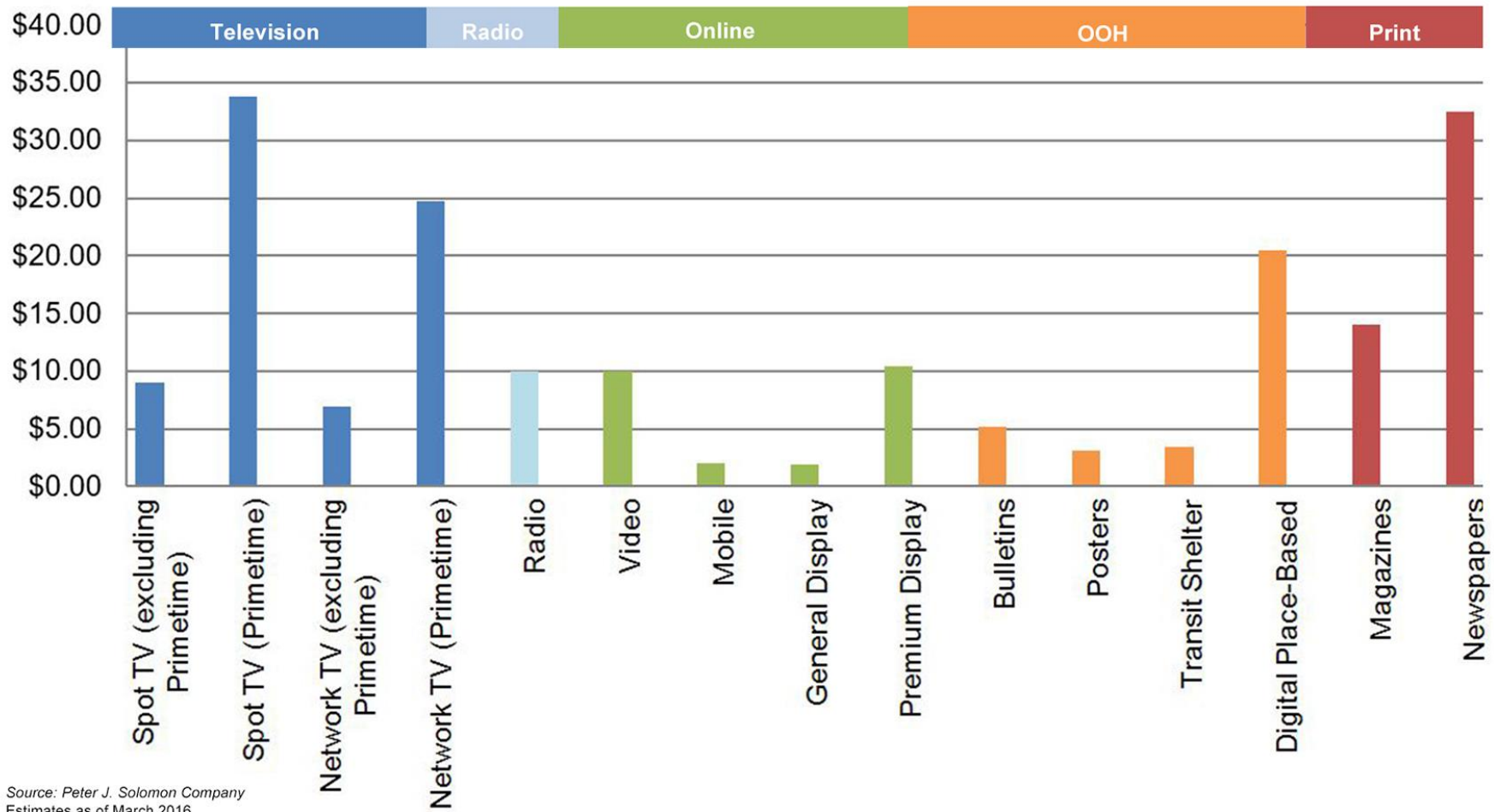


# Major Media CPM Comparison



Source: Peter J. Solomon Company  
 Estimates as of March 2016, median values represented within each bar.

# Major Media CPM Comparison



Source: Peter J. Solomon Company  
Estimates as of March 2016