

OOH Campaign Plan Equivalent to \$7 Million Super Bowl :30 Ad Cost

(Digital OOH, All Formats, Programmatic, Four Week Schedule, 600 TRPs per DMA)

DMA	In Geo Reach %	In Geo Avg Frequency	In Geo Impressions	Total Impressions	CPM	Cost	GRPs	CPP
New York, NY	74.7%	8.0	101,241,038	111,089,725	\$7.56	\$833,762	600	\$1,389.68
Los Angeles, CA	72.9%	8.2	88,159,440	92,443,115	\$6.96	\$634,771	600	\$1,058.15
Chicago, IL	77.6%	7.7	46,117,840	54,964,816	\$6.96	\$376,533	600	\$627.72
Dallas-Ft. Worth, TX	90.6%	6.6	39,010,488	44,973,812	\$6.77	\$301,836	600	\$503.10
Houston, TX	94.2%	6.4	34,963,402	38,949,344	\$7.35	\$284,641	600	\$474.42
Philadelphia, PA	59.5%	10.1	38,498,269	46,250,270	\$6.64	\$302,470	600	\$504.23
Atlanta, GA	97.2%	6.0	33,541,633	45,193,791	\$7.63	\$344,829	600	\$574.71
San Francisco-Oakland-San Jose, CA	63.4%	9.5	34,834,898	37,737,517	\$8.42	\$318,408	600	\$530.68
Washington, DC (Hagerstown, MD)	66.1%	9.1	32,642,740	39,392,076	\$8.26	\$325,010	600	\$541.68
Phoenix, AZ	81.1%	7.4	27,160,181	30,666,504	\$7.27	\$220,550	600	\$367.63
Minneapolis-St. Paul, MN	63.6%	9.4	23,328,145	26,650,666	\$7.27	\$191,418	600	\$319.08
Tampa-St. Petersburg (Sarasota), FL	85.4%	7.0	23,241,916	27,736,774	\$7.39	\$202,217	600	\$337.09
Detroit, MI	77.3%	7.8	22,920,200	26,807,371	\$7.05	\$191,097	600	\$318.53
Miami-Fort Lauderdale, FL	83.9%	7.2	22,561,479	24,826,049	\$7.49	\$183,731	600	\$306.26
Boston, MA (Manchester, NH)	57.6%	10.4	31,196,826	35,329,628	\$7.50	\$264,974	600	\$441.62
Orlando-Daytona Beach-Melbourne, FL	86.8%	6.9	21,218,199	27,966,341	\$7.33	\$202,188	600	\$337.04
Denver, CO	67.3%	8.9	21,986,047	30,385,549	\$8.45	\$256,390	600	\$427.32
Seattle-Tacoma, WA	64.0%	9.4	25,517,803	28,378,354	\$7.77	\$220,009	600	\$366.68
Cleveland-Akron (Canton), OH	86.8%	6.9	17,700,294	21,038,881	\$7.16	\$150,555	600	\$250.92
Sacramento-Stockton-Modesto, CA	66.9%	9.0	21,400,748	24,445,742	\$7.57	\$186,206	600	\$310.36
Salt Lake City, UT	73.6%	8.2	15,756,076	17,369,310	\$6.37	\$109,019	600	\$181.74
San Diego, CA	70.7%	8.5	16,172,586	17,548,388	\$7.94	\$139,400	600	\$232.33
Charlotte, NC	91.8%	6.5	15,180,096	21,973,867	\$7.05	\$154,725	600	\$257.88
St. Louis, MO	91.6%	6.6	15,022,723	18,093,604	\$6.48	\$117,235	600	\$195.39
Raleigh-Durham (Fayetteville), NC	82.5%	7.3	14,825,303	19,433,631	\$7.55	\$148,337	600	\$247.26
Nashville, TN	97.1%	6.0	14,193,201	18,887,829	\$6.87	\$129,759	600	\$216.27
Indianapolis, IN	91.6%	6.5	14,109,823	17,638,613	\$7.72	\$136,923	600	\$228.21
Totals	78.0%	7.8	812,501,394	946,171,567	\$7.36	\$6,926,993		

PerView Plan Notes:

- "In geo" refers to OTS impressions against audiences resident to that DMA. Total impressions include in-geo impressions as well as impressions delivered in that DMA to audiences who do not reside in the DMA (e.g., long-distance commuters, truckers, tourists, etc.)
- CPM by market is calculated on latest available data, not an average CPM