

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	94.2%	6.4	103,901,687	110,663,737	\$7.98	\$883,618	600	\$1,473.00
Los Angeles, CA	75.5%	8.0	89,904,501	94,756,326	\$7.93	\$751,756	600	\$1,253.00
Chicago, IL	84.2%	7.1	46,562,392	52,427,037	\$7.00	\$367,135	600	\$612.00
Dallas-Ft. Worth, TX	79.7%	7.5	39,669,608	48,532,323	\$7.51	\$364,619	600	\$608.00
Philadelphia, PA	85.3%	7.0	39,250,072	44,614,004	\$6.71	\$299,507	600	\$499.00
San Francisco-Oakland-San Jose, CA	88.1%	6.8	36,230,103	39,371,453	\$8.37	\$329,578	600	\$549.00
Houston, TX	56.0%	10.7	35,676,251	41,531,404	\$7.22	\$299,697	600	\$499.00
Atlanta, GA	77.7%	7.7	34,578,555	40,742,618	\$7.37	\$300,255	600	\$500.00
Washington, DC (Hagerstown, MD)	87.3%	6.9	33,623,899	38,565,779	\$9.08	\$350,234	600	\$584.00
Boston, MA (Manchester, NH)	78.3%	7.7	32,352,266	36,343,529	\$7.51	\$273,100	600	\$455.00
Phoenix, AZ	79.2%	7.6	27,614,675	30,694,394	\$7.06	\$216,593	600	\$361.00
Seattle-Tacoma, WA	93.0%	6.5	26,341,675	28,443,856	\$7.48	\$212,661	600	\$354.00
Detroit, MI	66.5%	9.0	24,064,151	26,975,338	\$7.53	\$203,234	600	\$339.00
Minneapolis-St. Paul, MN	90.1%	6.7	23,825,112	26,372,379	\$6.93	\$182,657	600	\$304.00
Tampa-St. Petersburg (Sarasota), FL	79.6%	7.5	23,783,152	28,165,153	\$7.20	\$202,855	600	\$338.00
Miami-Fort Lauderdale, FL	80.9%	7.4	22,931,553	28,682,133	\$7.96	\$228,178	600	\$380.00
Denver, CO	92.6%	6.5	22,705,142	31,008,257	\$7.16	\$222,050	600	\$370.00
Sacramento-Stockton-Modesto, CA	85.7%	7.0	22,321,284	25,782,158	\$6.93	\$178,794	600	\$298.00
Orlando-Daytona Beach-Melbourne, FL	75.3%	8.0	21,696,032	31,694,261	\$7.16	\$226,874	600	\$378.00
Cleveland-Akron (Canton), OH	81.6%	7.4	18,332,034	22,326,553	\$6.97	\$155,689	600	\$259.00
Portland, OR	97.6%	6.1	17,056,011	19,690,352	\$6.67	\$131,317	600	\$219.00
San Diego, CA	73.0%	8.2	16,732,287	20,792,193	\$7.84	\$162,932	600	\$272.00
Salt Lake City, UT	83.8%	7.2	16,079,594	18,738,099	\$5.81	\$108,831	600	\$181.00
Charlotte, NC	83.7%	7.2	15,600,611	21,786,496	\$7.07	\$154,132	600	\$257.00
Baltimore, MD	78.8%	7.6	15,643,293	20,707,826	\$7.63	\$158,035	600	\$263.00
Totals	80.0%	7.0	806,475,940	929,407,658	\$7.49	\$6,964,331		

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