

OOH Campaign Plan Equivalent to Super Bowl :30 Ad Cost

(Digital OOH, All Formats, Programmatic - Four Weeks, 600 TRPs Goal)

Market	Impressions	In-DMA Reach %	Average Frequency	TRP	Plan Cost	Avg CPP	Avg. CPM
New York, NY	107,866,994	55.1%	10.8	600	\$ 755,068.96	\$ 1,258.45	\$ 7.00
Los Angeles, CA	95,904,700	65.2%	9.2	600	\$ 671,332.90	\$ 1,118.89	\$ 7.00
Chicago, IL	55,383,783	67.0%	8.9	600	\$ 387,686.48	\$ 646.14	\$ 7.00
Philadelphia, PA	45,812,235	59.2%	10.1	600	\$ 320,685.65	\$ 534.48	\$ 7.00
Dallas-Ft. Worth, TX	43,914,661	64.8%	9.2	600	\$ 307,402.63	\$ 512.34	\$ 7.00
Washington, DC (Hagerstown, MD)	37,593,432	63.3%	9.5	600	\$ 263,154.02	\$ 438.59	\$ 7.00
Houston, TX	37,754,086	65.0%	9.2	600	\$ 264,278.60	\$ 440.46	\$ 7.00
San Francisco-Oakland-San Jose, CA	39,616,260	61.5%	9.7	600	\$ 277,313.82	\$ 462.19	\$ 7.00
Boston, MA (Manchester, NH)	34,624,741	60.7%	9.9	600	\$ 242,373.18	\$ 403.96	\$ 7.00
Atlanta, GA	40,584,649	70.2%	8.5	600	\$ 284,092.54	\$ 473.49	\$ 7.00
Tampa-St. Petersburg (Sarasota), FL	26,615,509	72.4%	8.3	600	\$ 186,308.56	\$ 310.51	\$ 7.00
Phoenix, AZ	27,978,626	68.4%	8.7	600	\$ 195,850.38	\$ 326.42	\$ 7.00
Seattle-Tacoma, WA	28,380,964	68.8%	8.7	600	\$ 198,666.75	\$ 331.11	\$ 7.00
Detroit, MI	29,070,450	68.4%	8.8	600	\$ 203,493.15	\$ 339.16	\$ 7.00
Minneapolis-St. Paul, MN	25,279,637	66.7%	9.0	600	\$ 176,957.46	\$ 294.93	\$ 7.00
Miami-Fort Lauderdale, FL	26,331,873	68.4%	8.7	600	\$ 184,323.11	\$ 307.21	\$ 7.00
Denver, CO	24,745,242	47.2%	15.0	600	\$ 173,216.69	\$ 288.69	\$ 7.00
Orlando-Daytona Beach-Melbourne, FL	26,661,171	72.1%	8.3	600	\$ 186,628.19	\$ 311.05	\$ 7.00
Cleveland-Akron (Canton), OH	21,540,001	65.7%	9.1	600	\$ 150,780.01	\$ 251.30	\$ 7.00
Sacramento-Stockton-Modesto, CA	25,013,074	69.3%	8.6	600	\$ 175,091.52	\$ 291.82	\$ 7.00
St. Louis, MO	18,413,164	67.6%	8.9	600	\$ 128,892.15	\$ 214.82	\$ 7.00
Portland, OR	17,462,392	66.9%	8.9	600	\$ 122,236.75	\$ 203.73	\$ 7.00
Charlotte, NC	21,399,694	63.4%	9.4	600	\$ 149,797.86	\$ 249.66	\$ 7.00
Pittsburgh, PA	16,778,270	66.0%	9.0	600	\$ 117,447.89	\$ 195.75	\$ 7.00
Raleigh-Durham (Fayetteville), NC	17,985,682	61.7%	9.7	600	\$ 125,899.77	\$ 209.83	\$ 7.00
Baltimore, MD	19,935,498	66.3%	9.0	600	\$ 139,548.48	\$ 232.58	\$ 7.00
Nashville, TN	17,276,921	70.1%	8.5	600	\$ 120,938.45	\$ 201.56	\$ 7.00
Totals	929,923,709	64.1%	9.5	600	\$ 6,509,466	\$ 417.27	\$ 7.00