

OOH Campaign Plan Equivalent to Super Bowl :30 Ad Cost

(Printed and Digital OOH, All Formats Except Transit - Four Weeks, 600 TRPs Goal)

Market	Total Impressions	Target Impressions	Target In-Mkts Impressions	Reach %	Reach Net	Frequency	TRP	Plan Cost	Avg CPP	Avg. CPM
New York, NY	121,040,307	102,497,459	97,778,941	86.3	14,021,407	7.0	601.5	\$ 801,625.65	\$ 1,332.64	\$ 7.82
Los Angeles, CA	109,463,645	91,012,019	84,212,061	84.9	11,856,738	7.1	602.8	\$ 405,367.53	\$ 672.52	\$ 4.45
Chicago, IL	86,736,105	75,342,400	44,346,942	80.7	5,881,007	7.5	608.7	\$ 352,225.72	\$ 578.70	\$ 4.68
Dallas-Ft. Worth, TX	54,609,417	44,222,842	37,812,642	87.3	5,412,400	7.0	609.6	\$ 106,002.15	\$ 173.88	\$ 2.40
Philadelphia, PA	49,471,414	42,017,859	37,372,961	84.9	5,265,380	7.1	602.6	\$ 257,149.30	\$ 426.73	\$ 6.12
San Francisco et al, CA	58,759,951	51,489,415	35,905,545	83.4	4,969,638	7.2	602.3	\$ 358,443.56	\$ 595.12	\$ 6.96
Houston, TX	44,475,355	36,698,036	34,097,611	76.4	4,220,974	8.1	617.3	\$ 126,956.86	\$ 205.68	\$ 3.46
Atlanta, GA	82,527,959	71,638,562	33,337,068	79.0	4,329,840	7.7	608.5	\$ 239,308.62	\$ 393.28	\$ 3.34
Washington, DC	59,403,405	51,121,796	32,593,888	88.3	4,764,189	6.8	604.1	\$ 308,520.04	\$ 510.71	\$ 6.04
Boston et al, MA-NH	45,346,476	38,198,266	31,710,684	88.8	4,630,395	6.9	607.9	\$ 176,953.47	\$ 291.10	\$ 4.63
Phoenix (Prescott), AZ	35,699,299	29,353,650	27,348,465	86.6	3,862,525	7.1	613.3	\$ 75,849.83	\$ 123.68	\$ 2.58
Seattle-Tacoma, WA	33,006,434	27,270,397	26,005,532	85.9	3,703,373	7.0	602.9	\$ 148,582.76	\$ 246.45	\$ 5.45
Tampa et al, FL	34,902,886	29,420,489	24,713,201	80.0	3,257,714	7.6	606.5	\$ 128,288.04	\$ 211.52	\$ 4.36
Detroit, MI	33,323,304	28,089,371	22,948,459	84.7	3,196,588	7.2	607.7	\$ 153,999.98	\$ 253.42	\$ 5.48
Miami-Ft. Lauderdale, FL	30,161,581	25,427,055	23,031,796	85.1	3,224,071	7.1	607.9	\$ 116,710.18	\$ 191.99	\$ 4.59
Minneapolis-St. Paul, MN	31,873,326	26,321,160	22,250,695	79.2	2,904,132	7.7	606.6	\$ 180,550.00	\$ 297.67	\$ 6.86
Denver, CO	28,493,150	24,002,373	22,087,869	83.7	3,034,457	7.3	609.3	\$ 106,294.51	\$ 174.46	\$ 4.43
Sacramento et al, CA	28,158,593	23,208,107	20,195,033	82.9	2,748,379	7.4	609.3	\$ 161,563.24	\$ 265.15	\$ 6.96
Orlando et al, FL	30,268,890	25,373,680	21,408,975	74.7	2,632,588	8.1	607.5	\$ 151,836.10	\$ 249.92	\$ 5.98
Cleveland et al, OH	22,075,456	18,791,639	17,671,512	82.2	2,401,846	7.4	605.0	\$ 113,727.00	\$ 187.98	\$ 6.05
Portland, OR	20,718,344	17,349,119	16,517,582	86.9	2,367,014	7.0	606.7	\$ 105,144.34	\$ 173.30	\$ 6.06
San Diego, CA	19,452,601	16,232,661	15,208,248	86.7	2,190,547	6.9	601.6	\$ 73,128.14	\$ 121.57	\$ 4.51
Salt Lake City, UT	19,795,856	16,011,724	14,619,183	81.3	1,971,520	7.4	603.0	\$ 29,941.92	\$ 49.65	\$ 1.87
Charlotte, NC	26,796,922	22,131,452	16,073,336	88.2	2,292,606	7.0	618.2	\$ 72,048.94	\$ 116.55	\$ 3.26
Raleigh et al, NC	23,673,560	19,453,624	15,205,876	89.8	2,249,802	6.8	606.9	\$ 119,056.18	\$ 196.18	\$ 6.12
St. Louis, MO	21,020,331	17,639,956	15,217,206	80.6	1,954,863	7.8	627.5	\$ 93,112.51	\$ 148.39	\$ 5.28
Indianapolis, IN	24,567,701	20,050,790	14,314,613	78.2	1,809,561	7.9	618.6	\$ 137,197.53	\$ 221.80	\$ 6.84
Baltimore, MD	21,522,797	18,100,856	14,035,438	85.9	1,958,812	7.2	615.3	\$ 124,932.11	\$ 203.05	\$ 6.90
Nashville, TN	20,277,486	17,060,113	13,775,799	79.7	1,819,353	7.6	603.1	\$ 61,919.68	\$ 102.68	\$ 3.63
San Antonio, TX	18,732,259	15,342,111	13,470,557	83.7	1,799,936	7.5	626.4	\$ 46,425.23	\$ 74.11	\$ 3.03
Pittsburgh, PA	15,776,655	13,985,543	13,176,577	81.3	1,772,281	7.4	604.2	\$ 86,780.29	\$ 143.63	\$ 6.21
Hartford & New Haven, CT	17,932,149	15,088,354	12,273,211	88.8	1,789,770	6.9	608.8	\$ 66,305.77	\$ 108.90	\$ 4.39
Columbus, OH	16,173,526	13,670,917	11,858,302	85.0	1,667,285	7.1	604.6	\$ 80,179.93	\$ 132.63	\$ 5.87
Kansas City, MO-KS	17,438,362	14,712,129	12,048,196	85.8	1,664,236	7.2	620.9	\$ 77,532.92	\$ 124.88	\$ 5.27
Cincinnati, OH	16,706,243	13,851,960	11,178,214	78.9	1,428,874	7.8	617.1	\$ 75,943.37	\$ 123.07	\$ 5.48
Austin, TX	16,442,323	13,499,747	11,187,086	86.9	1,592,599	7.0	610.6	\$ 48,538.34	\$ 79.49	\$ 3.60
Milwaukee, WI	13,881,456	11,924,638	11,001,887	83.2	1,470,596	7.5	622.1	\$ 68,721.69	\$ 110.47	\$ 5.76
Las Vegas, NV	18,284,819	15,255,150	11,515,339	87.4	1,583,381	7.3	635.8	\$ 50,311.48	\$ 79.13	\$ 3.30
Fresno-Visalia, CA	15,137,329	12,015,364	8,901,819	80.7	1,165,089	7.6	616.3	\$ 57,499.52	\$ 93.30	\$ 4.79
Harrisburg et al, PA	15,067,536	12,323,921	9,556,855	95.6	1,490,874	6.4	612.7	\$ 75,422.40	\$ 123.10	\$ 6.12
Jacksonville, FL	17,856,683	14,891,476	9,300,004	83.8	1,279,186	7.3	608.9	\$ 76,579.42	\$ 125.77	\$ 5.14
Oklahoma City, OK	13,849,106	11,309,641	9,096,846	84.8	1,221,539	7.5	631.3	\$ 77,578.48	\$ 122.89	\$ 6.86
Memphis, TN	11,118,371	9,132,200	8,189,247	80.7	1,076,325	7.6	614.1	\$ 47,505.70	\$ 77.36	\$ 5.20
New Orleans, LA	11,430,988	9,500,233	8,242,788	88.9	1,195,446	6.9	613.1	\$ 28,747.71	\$ 46.89	\$ 3.03
Louisville, KY	10,765,494	8,934,567	8,396,861	83.8	1,133,167	7.4	620.7	\$ 46,629.51	\$ 75.13	\$ 5.22
Providence et al, RI-MA	10,296,393	8,742,865	7,741,159	89.7	1,129,070	6.9	614.9	\$ 38,866.41	\$ 63.21	\$ 4.45

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Richmond-Petersburg, VA	9,795,572	8,048,004	7,178,173	94.4	1,123,877	6.4	603.2	\$ 43,575.92	\$ 72.24	\$ 5.41
Buffalo, NY	8,824,567	7,713,004	7,328,105	82.8	970,987	7.6	624.5	\$ 35,599.37	\$ 57.00	\$ 4.62
Knoxville, TN	11,311,362	9,459,945	7,123,660	80.4	883,385	8.1	647.9	\$ 39,320.26	\$ 60.69	\$ 4.16
Des Moines-Ames, IA	7,779,790	6,528,036	5,339,490	82.4	729,192	7.3	603.5	\$ 45,500.41	\$ 75.40	\$ 6.97
Totals			1,035,901,537	84%	143,098,814	7.2	612.1	\$ 6,500,000.00	\$ 213.70	\$ 5.40