TARGETED PSA CAMPAIGN

VIDEO PSA DISTRIBUTION RESULTS

NATIONWIDE REACH: 14,438 AIRINGS
- 394 airings on ION Network – nationwide
- 14,044 airings in other DMAs

Ad Equivalency Estimate*: $5,263,867.90

RADIO PSA DISTRIBUTION RESULTS

NATIONWIDE REACH: APPROXIMATELY 3,302 AIRINGS
- 466 radio stations throughout the U.S.

Ad Equivalency Estimate*: $294,000.00

DAYPART AIRINGS

TV AIRINGS BY DMAS

PRIME TIME: 8:00 pm - 10:00 pm
LATE NIGHT: 1:00 am - 5:00 am
LATE EVENING: 10:00 pm - 1:00 am
EARLY MORNING: 5:00 am - 9:00 am
EARLY FRINGE: 4:30 pm - 7:30 pm
DAYTIME: 9:00 am - 4:30 pm

*To estimate Ad Equivalency, MediaForce/PSN uses historical rates from previous and current campaigns, data from Nielsen and SQAD (two organizations recognized as industry standard media cost forecasting sources for national TV and radio), competitor evaluation metrics, and pricing information received from TV stations and networks.