

Media Channel	March				April				May				June			July				August				Total Impressions														
Monday Calendar Dates	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28											
<b>PRINT</b>																																						
Yankee Co-op										May/June Issue																												3,650,000
<b>TOTAL PRINT IMPRESSIONS</b>																																						
<b>3,650,000</b>																																						
<b>BROADCAST/CABLE TV</b>																																						
<b>W25-54 GRPs</b>																																						
<b>Core Markets</b>																																						
Albany-Schenectady-Troy (NY)																												124.4	121.4	117.0		115.1	122.1					
Hartford-New Haven (CT)																												77.7	71.8	90.7		80.8	79.0					
New Hampshire (WMUR)																												48.4	48.4	48.4		48.4	47.1					
Portland-Auburn (ME)																												81.5	86.0	78.0		78.0	78.0					
Providence-New Bedford (RI)																												80.8	79.4	78.3		80.8	80.8					
Springfield-Holyoke (MA)																												75.1	81.4	81.4		81.4	81.4					
Worcester, MA (Comcast Cable)																												72.9	72.9	72.9		72.9	72.9					
<b>Road Trip Market</b>																																						
Wilkes Barre- Scranton (PA)																												118.5	118.5	118.5		119.5	125.4					
<b>TOTAL TV</b>																																						
<b>OOH</b>																																						
New Hampshire										5/1 - 5/28																										436,412		
Massachusetts										5/1 - 5/28																										17,343,971		
Connecticut										5/1 - 5/28																										7,186,932		
Rhode Island										5/1 - 5/28																										5,242,028		
Pennsylvania										4/17 - 6/30																										28,264,173		
New Jersey										4/17 - 5/14																										27,148,190		
New York										5/1 - 5/28																										43,291,411		
Montreal										4/17 - 5/14																										11,502,400		
Quebec										4/17 - 5/14														5/15 - 6/11											1,321,600			
<b>TOTAL OOH IMPRESSIONS</b>																																						
<b>141,737,117</b>																																						
<b>DISPLAY</b>																																						
Travel and Leisure										4/17 - 6/30																										8,000,000		
Sojern										4/3 - 6/30																										15,979,165		
Sightly										4/3 - 6/30																										4,309,732		
AdTheorent										4/17 - 6/30																										34,858,737		
Matador (Content Creation)	FILM																											FILM						N/A				
<b>TOTAL DISPLAY IMPRESSIONS</b>																																						
<b>63,147,634</b>																																						
<b>CTV</b>																																						
AdTheorent CTV										4/3 - 6/30																										13,027,950		
EffecTV (Worcester On-Demand/Streaming/OTT)										5/8-5/28				6/5-6/25															884,538									
<b>TOTAL CTV IMPRESSIONS</b>																																						
<b>13,912,488</b>																																						
<b>STREAMING AUDIO</b>																																						
Stack Adapt										4/3 - 6/30																										8,721,515		
Pandora										5/1 - 6/30																										17,482,289		
<b>TOTAL RADIO IMPRESSIONS</b>																																						
<b>26,203,804</b>																																						
<b>SOCIAL</b>																																						
Facebook/Instagram										3/20 - 6/30														7/5 - 8/31										37,778,571				
Pinterest										3/20 - 6/30														7/5 - 8/31										2,625,000				
Influencers										5/1 - 6/30																										1,000,000		
<b>TOTAL PAID SOCIAL IMPRESSIONS</b>																																						
<b>41,403,571</b>																																						
<b>SEM</b>																																						
Google										3/20 - 6/30														7/5 - 8/31										1,840,000				
Google Discovery										3/20 - 6/30																										700,000		
Bing										3/20 - 6/30																										1,840,000		
<b>TOTAL PAID SEARCH IMPRESSIONS</b>																																						
<b>2,540,000</b>																																						
<b>CAMPAIGN TOTAL</b>																																						
<b>292,594,614</b>																																						