

FY 2019 Media Summary	Total Spend (\$)	Impressions	2018												2019																																								
			October				November				December				January				February				March				April				May				June				July				August				September				October				
			1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30
Winter Campaign																																																							
▪ National Media- Partnership																																																							
Integrated Cross Platform Men's Journal	\$ 103,750	6.6MM																																																					
▪ National + Regional Media																																																							
Online (Desktop / Mobile / Native/ Video)	\$ 238,750	38MM	Online / Native/ Video (Desktop / Mobile / Native/ Video) 10/22-12/10															Online / Native/ Video (Desktop / Mobile / Native/ Video) 1/7-3/4																																					
Paid Search	\$ 100,000	8MM	Paid Search																																																				
Social Media	\$ 57,500	8MM	Paid Social 10/22-12/10															Paid Social 1/7-3/4																																					
▪ Regional Media- Co-Op																																																							
Madden Media	\$ 200,000	N/A																																																					
Summer Campaign																																																							
▪ National Media- Partnership																																																							
Integrated Cross Platform	\$ 1,100,000	77.5MM																																																					
• Regional Media- Broadcast																																																							
Spot TV & Connected TV	\$ 746,335	40.1MM																																																					
Spot Radio	\$ 116,221	18.7MM																																																					
• Regional Media- Out of Home																																																							
Full Wrapped Buses	\$ 165,000	118MM																																																					
Billboards/Wallscapes	\$ 140,000																																																						
• National Media- Print																																																							
Male Focus	\$ 256,770																																																						
Female Focus	\$ 201,262	9.6MM																																																					
Geo-Targeted	\$ 9,618																																																						
• Regional Media- Digital																																																							
Digital Audio	\$ 145,000																	Digital Audio 4/1-5/5															Digital Audio 7/8-8/11																						
Site Specific	\$ 105,000																																Site Specific 4/1 - 5/26																						
Programmatic- Video	\$ 305,000																																Programmatic Audience Targeting- Video 4/1 - 6/30																						
Programmatic- Native	\$ 205,000																																Programmatic Audience Targeting- Native 2/25 - 10/6																						
Programmatic- Display	\$ 312,430																																Programmatic Audience Targeting- Display 2/25 - 10/6																						
Retargeting	\$ 40,000	197MM																															Retargeting 2/25 - 10/6																						
Lead Gen	\$ 50,000																	Lead Gen 2/25 - 4/28															Lead Gen 8/5 - 9/29																						
Social	\$ 150,000																																Social 2/25 - 10/6																						
Paid Search	\$ 323,250																																Paid Search April-October 2019																						
▪ Regional Media- Co-Op																																																							
Madden Media	\$ 500,000	N/A																																																					
Winter Total	\$ 700,000																																																						
Summer Total	\$ 4,870,886																																																						