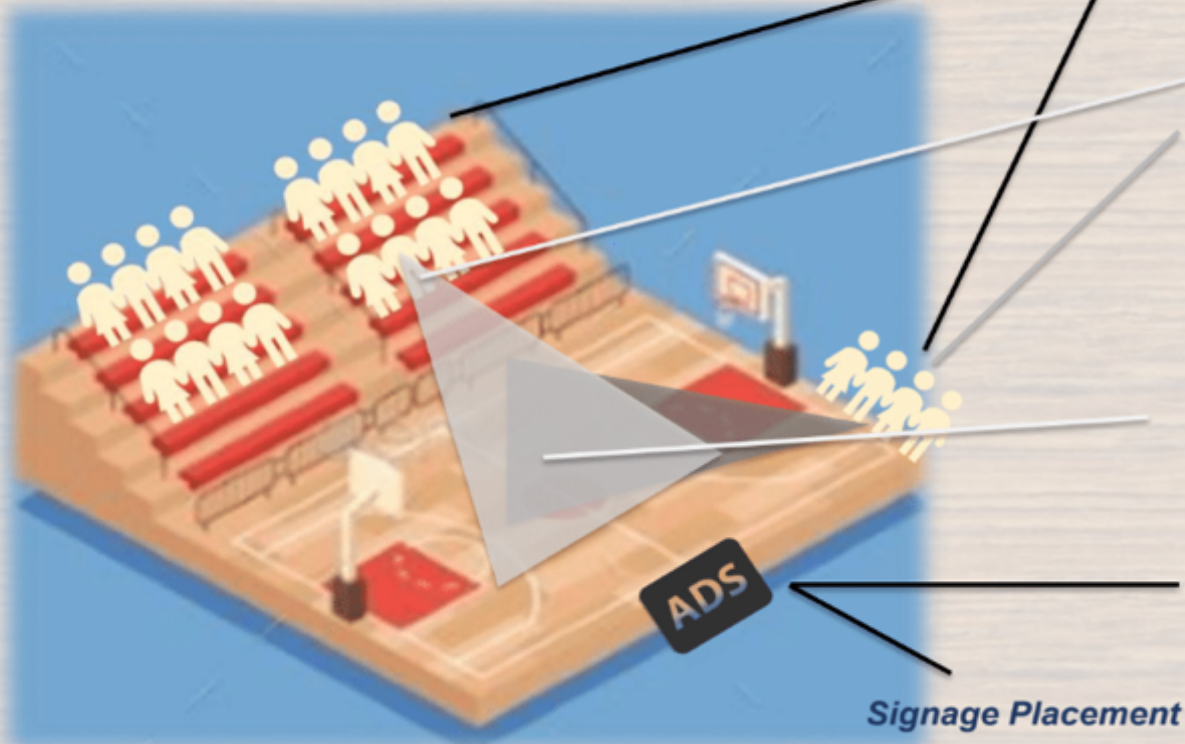


Calculation Demo

Basketball Courtside Signage



20 Total Spectators in the Stand

*16 Spectators are Able to See the Signage
4 Spectators aren't Able to See the Signage*

$16/20 = 80\%$ of Exposure Rate

*Assume 16 Spectators Saw the Ads for 10 Minutes
= 20 Impressions*

Marketplace CPM = \$25 – Prominent Exposure

*$20 \text{ Spectators} * 80\% \text{ Exposure} * 20 \text{ Impressions Per Viewer} * \$25\text{CPM} = \$8 \text{ Signage Value}$*