

| Ad Type       | Cost               | Impressions         | Reach               | Link clicks         | Clicks (all)     | Views             | CPC Average   |
|---------------|--------------------|---------------------|---------------------|---------------------|------------------|-------------------|---------------|
| Post          | \$121.10           | 43,556.00           | 41,683.00           | 44                  | 43               |                   | \$2.82        |
| Post          | \$257.70           | 134,617.00          | 43,267.00           | 123                 | 148              |                   | \$1.74        |
| Video         | \$1,279.53         | 960,430.00          | 124,344.00          | 811                 | 828              | 456,079.00        | \$1.55        |
| Video         | \$603.83           | 62,750.00           | 18,258.00           | 157                 | 935              | 64,524.00         | \$0.65        |
| Post          | \$350.00           | 25,592.00           | 11,764.00           | 764                 | 1,847.00         |                   |               |
| Video         | \$3,865.04         | 954,978.00          | 109,586.00          | 109,586.00          | 10,461.00        | 12,557.00         |               |
| Video         | \$353.61           | 83,908.00           | 38,652.00           | 38,652.00           | 928              | 815               |               |
| Event         | \$128.09           | 20,817.00           | 11,596.00           | 2,040.00            |                  |                   |               |
| Post          | \$519.72           | 65,452.00           | 37,065.00           | 37,065.00           |                  |                   |               |
| Post          | \$4,101.48         | 912,176.00          | 268,081.00          |                     | 14,923.00        |                   |               |
| Post          | \$63.10            | 6,564.00            | 3,565.00            | 1,288.00            | 779              |                   |               |
| Form          | \$92.43            | 1,869.00            | 1,121.00            | 1,010.00            | 274              |                   |               |
| Post          | \$2,836.03         | 727,329.00          | 176,893.00          | 51,347.00           | 7,259.00         |                   |               |
| Dynamic       | \$325.85           | 77,736.00           | 71,716.00           | 18,004.00           | 1,889.00         |                   |               |
| Post          | \$417.10           | 15,484.00           | 6,594.00            | 7,047.00            | 1,691.00         |                   |               |
| Page          | \$366.97           | 83,194.00           | 7,668.00            | 17,065.00           | 3,031.00         |                   |               |
| Video         | \$1,340.78         | 424,441.00          | 139,299.00          | 139,299.00          | 4,236.00         | 9,670.00          |               |
| Post          | \$200.00           | 30,764.00           | 12,236.00           | 388                 | 1,076.00         |                   |               |
| Video         | \$0.44             | 54                  | 50                  |                     | 8                | 4                 |               |
| Video         | \$44.31            | 10,725.00           | 9,167.00            | 9,167.00            | 68               | 88                |               |
| Video         | \$166.38           | 38,457.00           | 19,599.00           | 19,599.00           | 204              | 78                |               |
| Search        | \$2,635.71         | 90,349.00           |                     | 7,227.00            | 7,227.00         |                   | \$0.36        |
| Search        | \$437.76           | 46,658.00           |                     | 181                 | 181              |                   | \$2.42        |
| Video         | \$0.40             | 229                 |                     | 146                 | 0                |                   | \$0.00        |
| Video         | \$199.37           | 11,840.00           |                     | 7,146.00            | 29               |                   | \$6.87        |
| Search        | \$62.76            | 11,014.00           |                     | 77                  | 77               |                   | \$0.82        |
| Video         | \$541.41           | 85,490.00           |                     | 24,384.00           | 335              |                   | \$1.62        |
| Video         | \$78.29            | 8,789.00            |                     | 1,390.00            | 74               |                   | \$1.06        |
| Video         | \$114.45           | 7,320.00            |                     | 3,142.00            | 13               |                   | \$8.80        |
| Video         | \$7.40             | 449                 |                     | 185                 | 0                |                   | \$0.00        |
| Search        | \$4,077.56         | 262,138.00          |                     | 43,878.00           | 7,936.00         |                   | \$0.51        |
| Search        | \$12,341.83        | 1,837,606.00        |                     | 361,010.00          | 14,257.00        |                   | \$0.87        |
| Search        | \$8,831.91         | 265,357.00          |                     | 11,185.00           | 11,185.00        |                   | \$0.79        |
| Video         | \$3,476.13         | 1,569,216.00        |                     | 349,775.00          | 3,022.00         |                   | \$1.15        |
| <b>Totals</b> | <b>\$50,238.47</b> | <b>8,877,348.00</b> | <b>1,152,204.00</b> | <b>1,263,182.00</b> | <b>94,964.00</b> | <b>543,815.00</b> | <b>\$1.88</b> |