

Last Updated: Nov. 11, 2022 2022 2023 October November January February April June July August Winter/Spring Media Plan October '22-March '23 26 3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16 23 30 6 13 20 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 4 11 18 Minneapolis DMA 100 GRP's / Week Cable Only: Hyper-zip targeted + Direct Response Technology 10.9M estimated impressions Detroit DMA 100 GRP's / Week • Cable Only: Hyper-zip targeted + Direct Response Technology • 10.8M estimated impressions Broadcast Media: Radio · (30) second spots + promotional partnerships/influencers - Demo: Adults 25-64 - Daypart Mix: AM 25% / MD 25% / PM 25% / EV 15% / SS 10% · High indexing formats: AC, Country, Rock, Soft AC, Classic Rock, News Talk, NPR, African-American, Hispan Chicago DMA 100 GRP's / Week 29.8M estimated impressions Atlanta DMA 100 GRP's / Week 20.7M estimated impressions 100 GRP's / Week Indianapolis DMA • 6.1M estimated impressions 100 GRP's / Week Minneapolis DMA • 11.6M estimated impressions 100 GRP's / Week Detroit DMA • 13.7MM estimated impressions Out-of-Home Media: Chicago DMA • Digital Billboard Network: 30 locations hyper targeted to align with cable HH's 67.6M estimated impressions (3) 4-week Periods - Gas Station TV: 176 stations / 1762 screens hyper targeted to align with cable HH's • 4.8M estimated impressions (3) 4-week Periods Digital EV Charging Station: 33 screens / :08 second duration - (179 index Tesla ownership) 3.0M estimated impressions (1) 4-week period Movie Theater: Prime position 30 sec spot / 23 venues / 242 screens hyper targeted to align with cable HH's • 930K estimated impressions - (121 index movie goers) Atlanta DMA (3) 4-week Periods • Digital Billboard Network: 21 locations hyper targeted to align with cable HH's • 73.2MM estimated impressions (3) 4-week Periods Gas Station TV: 114 stations / 902 screens hyper targeted to align with cable HH's • 1.6M estimated impressions (3) 4-week Periods Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership) 3.4M estimated impressions Indianapolis DMA 3) 4-week Periods • Digital Billboard Network: 5 locations hyper targeted to align with cable HH's • 9.9MM estimated impressions (3) 4-week Periods • Gas Station TV: 13 stations / 113 screens hyper targeted to align with cable HH's 338K estimated impressions (3) 4-week Periods • Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership) 612K estimated impressions • Movie Theater: LPS & Prime position 30 sec spot / 3 venues / 30 screens hyper targeted to align with cable HH's • 56K estimated impressions - (121 index movie goers)

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	2022			November			2023 December			January Eshwary			March									July			A			
Winter/Spring Media Plan October '22-March '23		October					1 1		Januai		February		March		April		 	May		June				_		August		September
October 22-March 23	26 3	10	17 24	31	7 14	21 28	5 12	19 26	2 9	16 23	30 6 13	20 27	6 13 20	0 27 3	3 10	17 24	1 8	15 2	22 29	5 1	2 19 2	26 3	10 1	7 24	31	7 14	21 28	4 11 18
Minneapolis DMA Digital Billboard Network: 9 locations hyper targeted to align with cable HH's 16.2MM estimated impressions Gas Station TV: 153 stations / 1730 screens hyper targeted to align with cable HH's 3.8M estimated impressions Movie Theater: Prime position 30 sec spot / 20 venues / 248 screens hyper targeted to align with cable HH's 538K estimated impressions - (121 index movie goers) Detroit DMA Digital Billboard Network: 11 locations hyper targeted to align with cable HH's 28.7MM estimated impressions Gas Station TV: 57 stations / 521 screens hyper targeted to align with cable HH's 1.3M estimated impressions				(3	s) 4-week Pe	eriods	(1) 4	-week period																				
Digital EV Charging Station: 22 screens / :08 second duration - (179 index Tesla ownership) 1.3M estimated impressions				(3) 4-week Pe	eriods																						
 Movie Theater: Prime position 30 sec spot / 4 venues / 48 screens hyper targeted to align with cable HH's 238K estimated impressions - (121 index movie goers) 							(1) 4	-week period																				
Print Media:																												
MplsSt Paul Magazine Full Page, 4-color Total Circulation: 67,155				November D: 9/19		Dece	mber '22 0/24				ebruary '23 : 12/10	March '.																
Hour Detroit Magazine				Novemb	er '22					Fe	ebruary '23	March '	23															
Full Page, 4-color Total Circulation: 48,265				D: 9/20						D	: 12/10	D: 1/10																
Indianapolis Monthly City Magazine • Full Page, 4-color • Total Circulation: 37,573	October '			November Placed F							ebruary '23	March '																
Chicago Magazine	October '	22		Novemb	er '22	Dece	mber '22			Fe	l I ebruary '23	March '	23															
Full Page, 4-color Total Circulation: 105,000	Placed FY	22		D: 9/8 (\ \$6,825 -	VF Co-op)	D: 10 3 \$7,04					: 12/1 (VF Co-o	D: 1/2 \$7,040																
Atlanta Magazine • 4-Page Gate-fold (Custom), 4-color • Total Circulation: 65,091	October '	22 Placed FY22	2	Novemb	er '22	Dece	mber '22			Fe	ebruary '23	March '	23															
Full Page, 4-color Total Circulation: 65,091				D: 9/15 \$6,929			0/4 (VF Co-c 25 - Placed F				: 12/1 5,929	D: 1/6 \$5,325	(VF Co-op)															
Maintenance Markets						75/55		-				1 1																
Broadcast Media: Broadcast Media: Television Orlando DMA • WESH News Sponsorship Program				4/22-3/26,																								
10-second spot (1,144 total mentions) 33.8MM estimated impressions Broadcast Media: Radio (30) second spots + promotional partnerships/influencers Demo: Adults 25-64			Dela	yeu Launci	h - Hurricane	: 1 a 1)																						
- Daypart Mix: AM 25% / MD 25% / PM 25% / EV 15% / SS 10%																												

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Meetings & Conventions Niche

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SPN (Elite Invitational)										2/16-2/19														
2023 Marketing Partnership																								
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2022 Post-Season (Radio Partnership)																								
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hiladelphia Union MLS Soccer																								
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t Pete Grand Prix																								
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4G Events: Fall Fiesta in Orlando, FL			11/5-11	1/6																				
resenting Sponsor all Fiesta @ Lake Eola Park, Orlando			PLACED	,																				
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