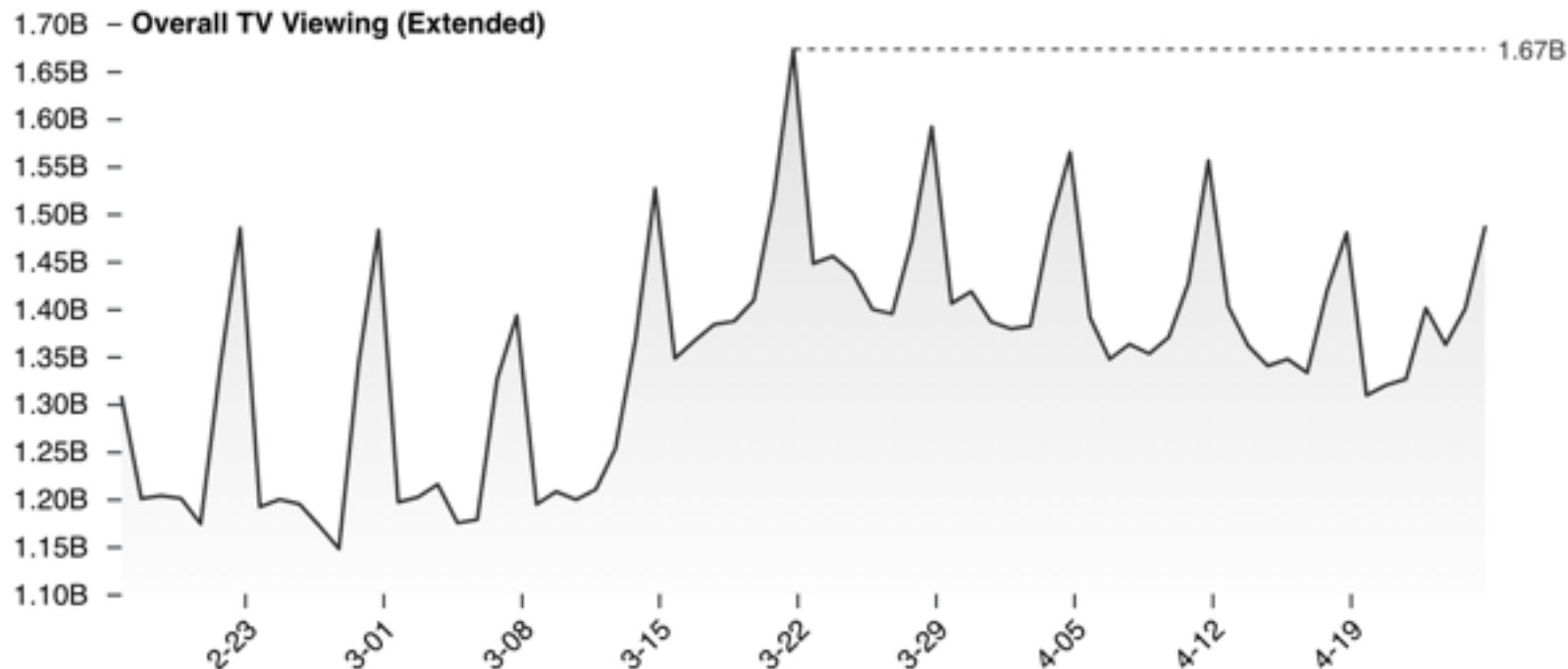
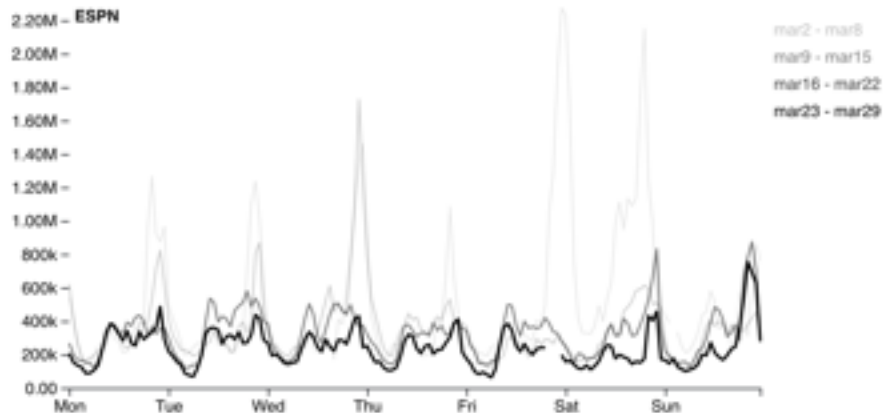
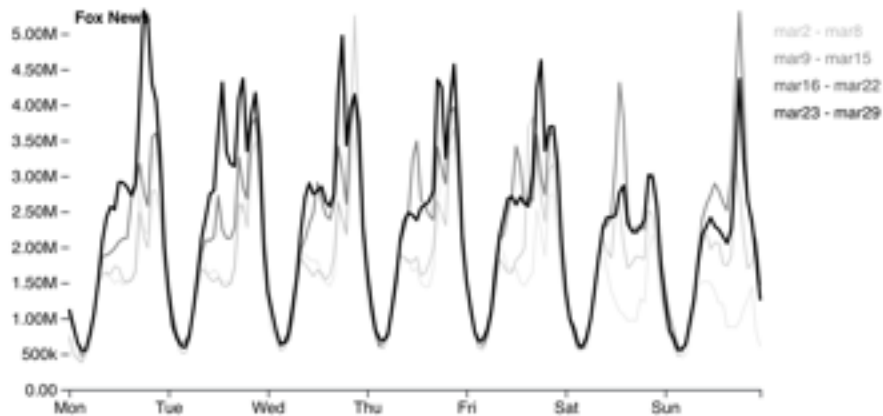


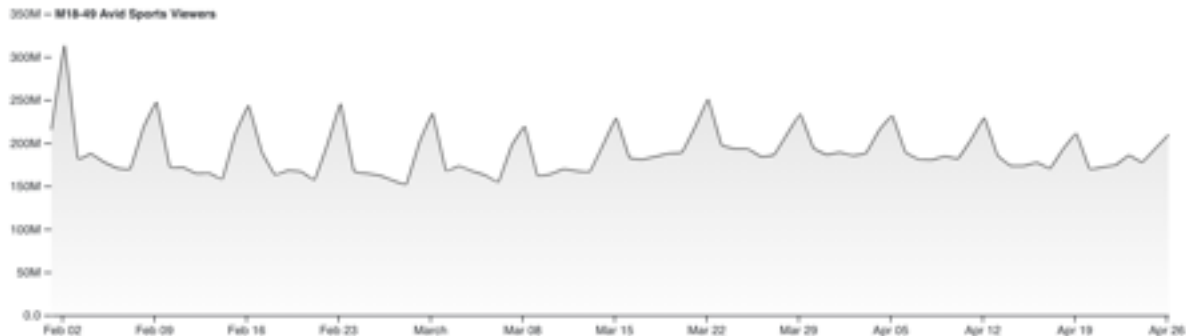
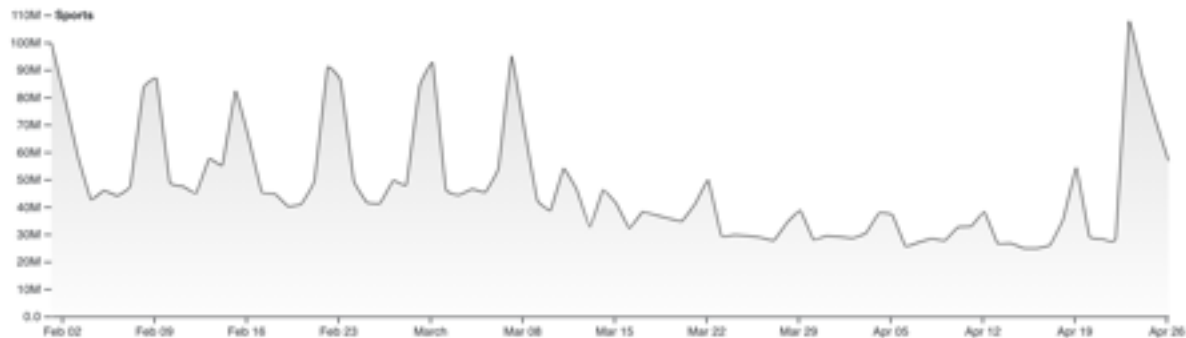
P2+ IMPRESSIONS ACROSS NATIONAL TV



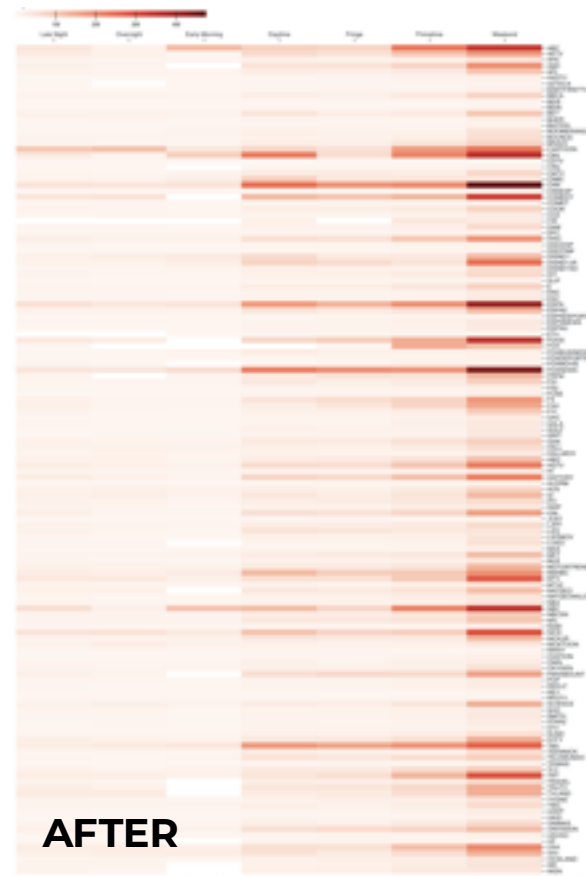
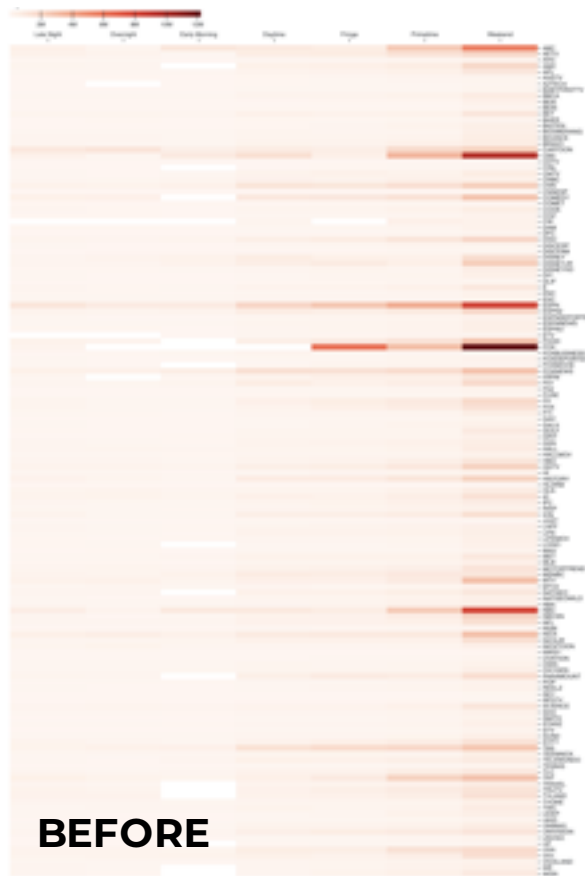
FOX NEWS AND ESPN IMPRESSIONS FOR MARCH



SPORTS VIEWERSHIP VS SPORTS- VIEWING AUDIENCE



BEFORE AND AFTER COVID

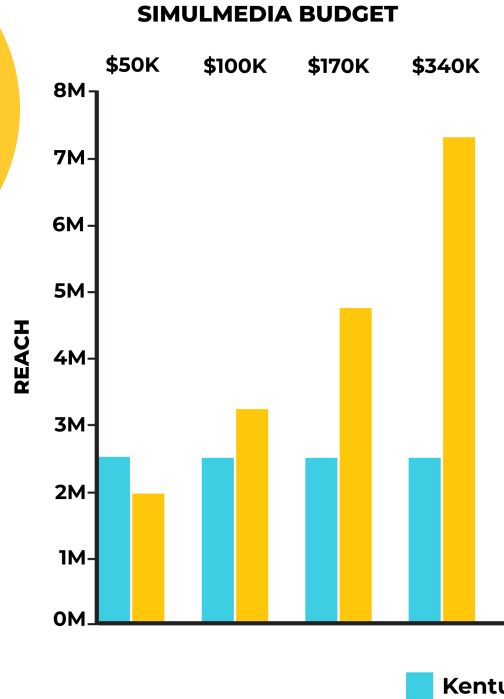


HOW SIMULMEDIA'S PLAN STACKED UP AGAINST THE 2019 DERBY

TARGET AUDIENCE	MAX AUDIENCE REACHED BY ONE SPOT IN 2019 DERBY (\$340K)	TOTAL AUDIENCE REACHED BY ALL 2019 DERBY SPOTS COMBINED	SIMULMEDIA'S ALTERNATIVE PLAN (431 SPOTS ACROSS NATIONAL TV FOR \$340K)
A25-54 in the Market for Financial Services	2,507,583	3,939,608	7,307,167
A21+ Bourbon Drinkers	1,746,758	2,685,474	4,316,247

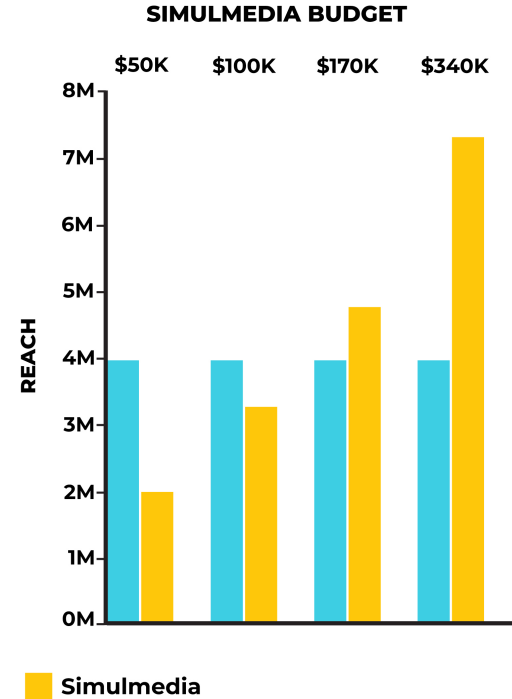
A25-54 IN-MARKET FINANCIAL SERVICES

Simulmedia Plans
vs Buying
the Most Expensive
Spot (\$340K)
Airing Right
Before the Race








A25-54 IN-MARKET FINANCIAL SERVICES

Simulmedia Plans
vs Total Reach
of These Audiences
Throughout the
Duration of
the Derby

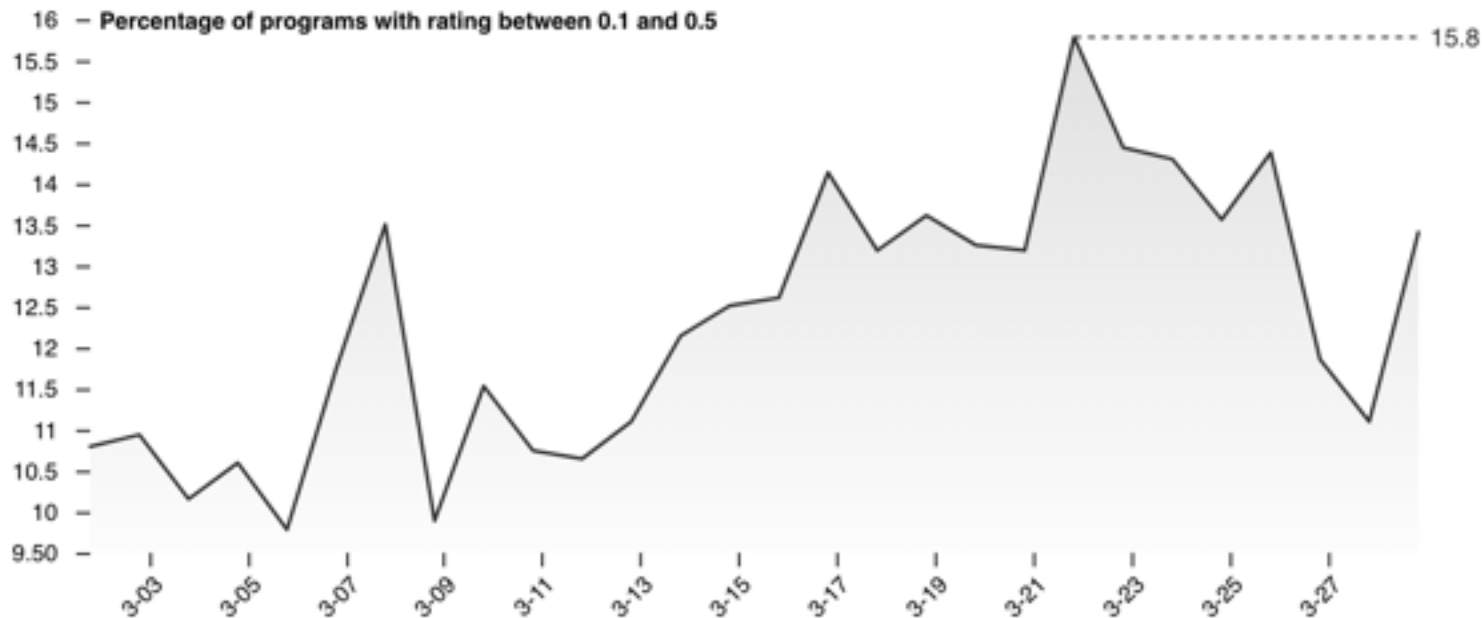


HERE'S A CLOSER LOOK AT THE A25-54 IN MARKET FOR FINANCIAL SERVICES PLAN

MOST PERFORMANT NETWORKS	SURPRISINGLY PERFORMANT PROGRAMS
    	<p>The Ugly Truth, Into the Blue, It Takes a Killer, NUMB3RS, Married... With Children</p>

PERCENTAGE OF PROGRAMS WITH RATINGS BETWEEN .1 AND .5 INCREASES THROUGHOUT MARCH

M18-34



BRANDS ADVERTISING THROUGHOUT MARCH AND APRIL HAVE MORE DIGITAL TRAFFIC

