



COLLIDE

February 24, 2017

Media Plan - Rev. 1

Primary Demo: A25-49
 Secondary Demo: M18-49
 Tertiary Demo: F18-34

	Planned		Actual		Difference Planned Vs Actual
	Vendor Net Cost	% of Media Budget	Vendor Net Cost	% of Media Budget	
TELEVISION					
Network	\$1,111,791		\$1,231,491		\$119,700
National Cable	\$5,898,056		\$5,145,695		-\$752,361
National Hispanic	\$387,909		\$433,939		\$46,030
NATIONAL TELEVISION SUB TOTALS:	\$7,397,755	47%	\$6,811,125	43%	-\$586,630
RADIO					
AM/PM DRIVE	\$177,404		\$177,404		\$0
SiriusXM	\$331,670		\$219,025		-\$112,645
ESPN Radio	\$162,605		\$162,605		\$0
RADIO SUB TOTALS:	\$671,679	4%	\$559,034	4%	-\$112,645
DIGITAL MEDIA					
Search	\$200,000		\$248,500		\$48,500
Social	\$1,565,000		\$1,565,000		\$0
Video	\$4,110,000		\$3,067,100		-\$1,042,900
Mobile	\$225,000		\$1,301,500		\$1,076,500
Ticketing	\$295,000		\$265,000		-\$30,000
Lifestyle	\$1,199,314		\$1,910,930		\$711,616
Ad Serving	\$35,000		\$58,347		\$23,347
DIGITAL MEDIA SUB TOTALS:	\$7,629,314	49%	\$8,416,377	53%	\$787,063
GRAND TOTAL	\$15,698,748	100%	\$15,786,536	100%	\$87,788
					\$ 1,252.00
					\$ 86,535.56
	Budget \$15,700,000	Budget \$15,700,000			
	Short \$1,252	Over \$86,536			



COLLIDE
February 24, 2017
Media Plan - Rev. 1
12/14/16



Planned

Primary Demo: A25-49
 Secondary Demo: M18-49
 Tertiary Demo: F18-34

NATIONAL TELEVISION	
NETWORK	
NATIONAL CABLE	
NATIONAL HISPANIC	
NATIONAL TELEVISION SUB TOTALS:	

Pre-Awareness		
A25-49	M18-49	F18-34
26.0	27.8	14.0
321.6	368.8	234.8
15.5	14.1	9.3
363.0	410.8	258.1

Actual

Primary Demo: A25-49
 Secondary Demo: M18-49
 Tertiary Demo: F18-34

NATIONAL TELEVISION	
NETWORK	
NATIONAL CABLE	
NATIONAL HISPANIC	
NATIONAL TELEVISION SUB TOTALS:	

Pre-Awareness		
A25-49	M18-49	F18-34
31.3	31.3	16.7
286.0	311.0	189.0
15.8	15.4	9.3
333.1	357.7	215.0

COLLIDE

LOCAL RADIO



Flight: Week of 2/20

Planned

Actual

	Station	Format	Total AM Spots	Total PM Spots	Total Market Spots	Total Paid Market Spots	Premier Syndication
New York	WHTZ-FM	CHR	9	9	72	30	283
	WWPR-FM	Urban Contemporary	9	9			
	WQHT-FM	Rhythmic CHR	9	9			
	WBLS-FM	Urban AC	9	9			
Los Angeles	KRRL-FM	Rhythmic CHR	9	9	90	211	283
	KJLH-FM	Urban Contemporary	9	9			
	KIIS-FM	CHR	9	9			
	KDAY-FM	Rhythmic AC	9	9			
	KPWR-FM	Rhythmic CHR	9	9			
Chicago	WVAZ-FM	Urban AC	9	9	108	27	283
	WGCI-FM	Urban AC	9	9			
	WTMX-FM	Hot AC	9	9			
	WKSC-FM	CHR	9	9			
	WPWX-FM	Urban Contemporary	9	9			
	WBBM-FM	CHR	9	9			
Dallas-Ft. Worth	KHKS-FM	CHR	9	9	54	27	283
	KKDA-FM	Urban Contemporary	9	9			
	KBFB-FM	Rhythmic CHR	9	9			
San Francisco-Oak-San Jose	KIOI-FM	Hot AC	9	9	90	30	283
	KMEL-FM	Rhythmic CHR	9	9			
	KBLX-FM	Urban AC	9	9			
	KYLD-FM	CHR	9	9			
	KRBQ-FM	Rhythmic AC	9	9			
Washington	WMMJ-FM	Urban AC	9	9	54	26	283
	WKYS-FM	Urban Contemporary	9	9			
	WHUR-FM	Urban AC	9	9			
Atlanta	WHTA-FM	Urban Contemporary	9	9	90	30	283
	WVEE-FM	Urban AC	9	9			
	WAMJ-FM	Urban AC	9	9			
	WSTR-FM	Urban Contemporary	9	9			
	WALR-FM	Urban AC	9	9			
Houston	KMJQ-FM	Urban AC	9	9	54	29	283
	KBXX-FM	Rhythmic CHR	9	9			
	KQBT-FM	Urban Contemporary	9	9			
Phoenix	KMVP-FM	Sports	9	9	54	0	283
	KKFR-FM	Rhythmic CHR	9	9			
	KZZP-FM	CHR	9	9			
Detroit	WKQI-FM	CHR	9	9	72	30	283
	WMGC-FM	Rhythmic CHR	9	9			
	WMXD-FM	Urban AC	9	9			
	WJLB-FM	Urban Contemporary	9	9			

Total AM Spots	369
Total PM Spots	369
Total NET Investment	\$177,404

Total Planned Spot Count	738
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Plus broadcast to all syndication markets

Actual Spots Aired	
440	2,830
3,270	



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Flight: Weeks of 2/13 & 2/20



Planned							Actual								
Channels/Programs	SiriusXM Talents	Ln	Daypart	13-Feb	20-Feb	Total Spots	Channels/Programs	SiriusXM Talents	Ln	Daypart	Week of 13-Feb	Week of 20-Feb	Total Spots	New - Non XM Rate	Howard Live Quote TTL
COMEDY							COMEDY								
HOWARD 100/101							HOWARD 100/101								
Howard 100 LIVE READ	Howard Stern	:60	M-W 7A-11A	4	4	8	Howard 100	Brand Spots	:60	M - F 12P-12M	20	20	40	\$ 800.00	\$ 32,000.00
Howard 100 - PRERECORD	Howard Stern	:60	M - F 12P-12MID	4	4	8	Howard Stern 101	Brand Spots	:60	M-F 12PM-9P	20	20	40	\$ 300.00	\$ 12,000.00
Howard 100 WITHIN LIVE SHOW	Brand Spots	:60	M-W 7A-11A	4	4	8	Raw Dog	Brand Spots	:60	M-F 6A-12M	30	30	40	\$ 400.00	\$ 16,000.00
Howard 100	Brand Spots	:60	M - F 12P-12MID	25	25	50	Raw Dog/Bennington LIVE READ	Ron Bennington	:60	M-F 12P-3P	3	3	6	\$ 1,200.00	\$ 7,200.00
Howard Stern 101	Brand Spots	:60	M-F 12PM-9P	25	25	50	NBA Radio	Brand Spots	:60	M-F 6A-12M	40	40	80	\$ 365.00	\$ 29,200.00
Raw Dog	Brand Spots	:60	M-F 6A-12M	20	20	40	Programs include: Starting Line Up, Off The Dribble, NBA Today, NBA Play by Play								
Raw Dog/Bennington LIVE READ	Ron Bennington	:60	M-F 12P-3P	3	3	6	NCAA College B-BALL, Play By Play				30	30	45	\$ 325.00	\$ 14,625.00
Raw Dog/Bennington PRERECORD	Ron Bennington	:60	M-F 6A-12M	5	5	10	Sirius XM FC Soccer				20	20	40	\$ 285.00	\$ 11,400.00
Programs include: The Raw Report, Comedy Cellar Show, GI Presents, Kelly Carlin Show, Come to Papa w/ Tom Papa							College Sports Nation								
							Brand Spots	:60	M-F 6A-12M	30	30	60	\$ 325.00	\$ 19,500.00	
							Programs include: The First Team, Full Ride, The Playbook								
							SiriusXM Male 18 to 49 Rotational Spots	:60	M-F 6A-12M	30	30	60	\$ 185.00	\$ 11,100.00	
							All Talents Pending Vetting Approval								
							Program Changes:								
							1. Bleacher Report Radio ended on Sirius XM on 1/11/17								
							2. Nicole Zoullimis & Ric Bucher Show is now on MAD DOG SPORTS RADIO M-FRI 7pm								
							3. Stephen A. Smith is now on ESPN Radio - no longer voices Live Reads - Live Reads moved to Barstool Spc								
											310	448	758		\$ -
							All Spots Air EST								
							Total Investment (NET)							\$ 331,670	



Collide



Weeks of 2/13 & 2/20

Programs	Ln	Daypart	Week of 13-Feb	Week of 20-Feb	Total Spots
Mike & Mike	:30	M-F 6a-10a	20	20	40
PM Drive	:30	M-F 4p-7p	20	20	40
ESPN Primetime	:30	M-F 7p-10p	20	20	40
ESPN Tonight	:30	M-F 10p-12a	20	20	40
ESPN All Night	:30	M-S 12a-4:59a	20	20	40
Saturday AM Sports	:30	Sa 5a-12p	6		6
Sunday AM Sports	:30	Sun 5a-11a	6		6
SportsCenter AM	:30	M-F 5a-5:59a	20	20	40
			132	120	252
Total Investment (NET)					\$ 162,605

Ran per plan

246 spots plus Mike and Mike bonus content feature

Planned														Actual																				
Tactic & Site	JANUARY 2017							FEBRUARY 2017							Estimated Impressions/Views	Total Budget NET	Tactic & Site	JANUARY 2017							FEBRUARY 2017							Estimated Impressions/Views	Total Budget NET	Final Delivery
	Pre-Awareness	Week 1			Week 2			Pre-Awareness	Week 1			Week 2						Pre-Awareness	Week 1			Week 2												
Digital-Premiere-Prime 72283														NBA All Star																				
Search	Pre-Tracking													266,667	\$200,000	Search	Pre-Tracking													110,000	\$148,500	106,978		
Search														266,667	\$200,000	Search	Tracking													180,000	\$102,000	107,261		
Facebook	Pre-Tracking													8,800,000	\$440,000	Facebook	Pre-Tracking													11,500,000	\$575,000	11,642,772		
Instagram	Pre-Tracking													6,562,500	\$525,000	Instagram	Pre-Tracking													1,875,000	\$230,000	1,848,136		
Twitter	Pre-Tracking													7,500,000	\$600,000	Twitter	Pre-Tracking													9,500,000	\$760,000	10,264,194		
Social														22,862,500	\$1,565,000	Social														22,875,000	\$1,565,000			
YouTube	Pre-Tracking													76,097,685	\$2,410,000	YouTube	Pre-Tracking													76,097,685	\$2,410,000			
TrueView CPV																TrueView CPV	TrueView CPV													3,725,000		8,577,368		
Remarketing																Remarketing	Remarketing													42,370,370		\$6,115,500		
TrueView CPM																TrueView CPM	TrueView CPM													27,814,815		77,617,374		
TrueView Remarketing																TrueView Remarketing	TrueView Remarketing													2,187,500		1,510,160		
Hulu	Pre-Tracking													31,472,134	\$1,000,000	Hulu	Pre-Tracking													15,000,000	\$944,500	15,041,588		
Programmatic Video														34,498,834	\$700,000	Programmatic Video														9,400,000	\$1,265,900	9,483,173		
Video														142,068,653	\$4,110,000	Video														100,497,685	\$3,067,100			
Pandora														10,377,273	\$25,000	iHeart														40,600,000	\$1,301,500	41,561,999		
Mobile														10,377,273	\$25,000	Mobile / Video/Display														40,600,000	1,301,500			
ESPN														25,658,258	\$669,314	ESPN														20,000,000	\$539,000	20,092,987		
Bleacher Report														26,229,323	\$392,500	Bleacher Rep. / NBA														36,000,000	\$392,500	54,554,929		
Vice														2,890,000	\$137,500	Sports Illustrated / Fox Sports														23,000,000	\$	978,430		
Sports & Lifestyle														54,777,581	\$1,199,314	Sports & Lifestyle														79,000,000	\$	\$1,918,930		
Fandango / Flixster														12,286,990	\$265,000	Fandango / Flixster														9,400,000	\$265,000	9,411,802		
Ticketing														12,286,990	\$265,000	Ticketing														9,400,000	265,000			
SUBTOTAL	Ad Serving													242,639,663	\$7,594,314	SUBTOTAL	TTL Planned													252,582,645	8,358,030	341,018,026		
GRAND TOTAL														242,639,663	\$7,629,314	GRAND TOTAL	Budget													252,582,645	\$8,416,377			

SEARCH

Site	Placement	Size	Flight Date	Cost	Impressions
GOOGLE SEARCH	PRETRACKING Search Brand/Title Cast	Copy	1/26-2/1	CPC	53,333
	WEEK1 to 3 Search Brand/Title Cast	Copy	2/2-2/19	CPC	93,333
	OPENING WEEK Search Brand/Title Cast	Copy	2/20-2/26	CPC	120,000
GOOGLE SEARCH TOTAL					266,667

SOCIAL

Site	Placement	Size	Flight Date	Cost	Impressions
FACEBOOK	PRETRACKING FB Sponsored Posts A25-49	Video/Post	1/26-2/1	CPV	1,600,000
	WEEK1 to 3 FB Sponsored Posts A25-49	Video/Post	2/2-2/19	CPV	2,400,000
	OPENING WEEK FB Sponsored Posts A25-49	Video/Post	2/20-2/26	CPV	2,800,000
	OPENING WEEK FB Reach & Frequency A25-49	Video/Post	2/24-2/25	CPV	2,000,000
FACEBOOK TOTAL					8,800,000

Site	Placement	Size	Flight Date	Cost	Impressions
INSTAGRAM	PRETRACKING Sponsored Posts A25-49	Video	1/26-2/1	CPV	1,250,000
	WEEK1 to 3 IG Sponsored Posts A25-49	Video	2/2-2/19	CPV	1,500,000
	OPENING WEEK IG Sponsored Posts A25-49	Video	2/20-2/26	CPV	2,187,500
	OPENING WEEK IG Reach & Frequency A25-49	Video	2/24-2/25	CPV	1,625,000
INSTAGRAM TOTAL					6,562,500

Site	Placement	Size	Flight Date	Cost	Views
TWITTER	PRETRACKING TW Sponsored Posts A25-49	Video	1/26-2/1	CPV	1,500,000
	Event Targeting NBA ALL STAR WEEKEND 2/17-2/19	Video	2/17-2/19	CPV	875,000
	WEEK1 to 3 TW Sponsored Posts A25-49	Video	2/2-2/19	CPV	2,125,000
	OPENING WEEK TW Sponsored Posts A25-49	Video	2/20-2/26	CPV	3,000,000
TWITTER TOTAL					7,500,000

VIDEO

Site	Placement	Size	Flight Date	Cost	Views
YOUTUBE	Targeting: A25-54 Broad, M18-44 Broad, F18-34 Broad, A25-54 Romance and A25-54 Action Movie Fans, A25-54 Drama Movie Lovers, A25-54 Thrill Seekers				
	PRE-TRACKING				
	TrueView A25-54 General Audience	:30s + 300x60	1/26-2/1	CPV	625,000
	TrueView M18-44 General Audience	:30s + 300x60		CPV	625,000
	TrueView F18-34 General Audience	:30s + 300x60		CPV	625,000
	TrueView A25-54 Action Movie Fans	:30s + 300x60		CPV	500,000
	TrueView A25-54 Romance Drama Movie Lover	:30s + 300x60		CPV	375,000
	TrueView A25-54 Thrill Seekers	:30s + 300x60		CPV	375,000
	Reserved Forced :30s A25-54 Action Movie Lovers, Romance Drama	:30s + 300x60		CPM	4,259,259
	Reach and Freq A25-54, Action Movie Lovers, Romance Drama, Sports	:15s + 300x60		CPM	10,000,000
	Google Preferred Forced :15s: A25-54, 2x Freq, Sports and Entertainment Pop Culture Lineup	:30s + 300x60		CPM	4,259,259
	SUBTOTAL				
	WEEK1 to 3				
	TrueView Remarketing	:05s or :30s	2/2-2/19	CPV	937,500
	TrueView InDisplay targeting Brand/Genre keywords	YT URL + Copy		CPV	266,667
	Reserved Forced :30s A25-54 Action Movie Lovers, Romance Drama, Sports	:30s + 300x60		CPM	6,666,667
	Reserve Forced :15s: A25-54 Action Movie Lovers, Romance Drama, Sports	:15s + 300x60		CPM	4,444,444
	Google Preferred Forced :15s: A25-54, 2x Freq, Sports and Entertainment Pop Culture Lineup	:15s + 300x60		CPM	4,444,444

	OPENING WEEK				
	TrueView_Remarketing	:05s or :30s		CPV	1,250,000
	TrueView InDisplay targeting Brand/Genre keywords	YT URL + Copy		CPV	333,333
	Reserved Forced :30s A25-54 Action Movie Lovers, Romance Drama, Sports	:30s + 300x60	2/20-2/26	CPM	8,037,037
	Reserve Forced :15s A25-54 Action Movie Lovers, Romance Drama, Sports	:15s + 300x60		CPM	8,962,963
	Reach and Frequency Opening Week A25-54 Action Movie Lovers, Romance Drama, Sports	:15s + 300x60		CPM	8,000,000
	Google Preferred Forced :15s A25-54, 2x Freq, Sports and Entertainment Pop Culture Lineup	:15s + 300x60		CPM	11,111,111
				SUBTOTAL	

YOUTUBE TOTAL					76,097,685
					56,282,870

Site	Placement	Size	Flight Date	Cost	Views
	Targeting: Action/Adventure Genre, Drama, Reality & Game Shows Genres (Freq cap at 3-4x throughout flight)				
	PRE-TRACKING				
	Hulu_Premium Slate Targeted to A25-49, Drama, Action/Adv, Reality & Game Shows	1920x1080 Video		CPM	1,931,496
	Hulu_Video Commercial Targeted to A25-49, Drama, Action/Adv, Reality & Game Shows	1920x1080 Video	1/26-2/1	CPM	8,692,396
	Hulu_Companion Banner Targeted to A25-49, Drama, Action/Adv, Reality & Game Shows	300x250		CPM	1,738,479
	Hulu_Companion Banner Targeted to A25-49, Drama, Action/Adv, Reality & Game Shows	300x60		CPM	
				SUBTOTAL	
	MAIN FLIGHT (WEEK 3 & OPENING)				
	Hulu_Branded Entertainment Selector Slate Targeted to A25-49, Drama, Action/Adv, Reality & Game Shows	1920x1080 Video	2/2-2/19	CPM	569,767
	Hulu_Branded Entertainment Selector Video Targeted to A25-49, Drama, Action/Adv, Reality & Game Shows	1920x1080 Video		CPM	1,000,000
	Hulu_Branded Entertainment Selector Banner Targeted to A25-49, Drama, Action/Adv, Reality & Game Shows	300x250		CPM	200,000
	Hulu_Branded Entertainment Selector Banner Targeted to A25-49, Drama, Action/Adv, Reality & Game Shows	300x60		CPM	
				SUBTOTAL	
	MAIN FLIGHT (WEEK 3 & OPENING)				
	Hulu_Premium Slate Targeted to A25-49, Drama, Action/Adv, Reality & Game Shows	1920x1080 Video	2/2-2/19	CPM	1,287,664
	Hulu_Video Commercial Targeted to A25-49, Drama, Action/Adv, Reality & Game Shows	1920x1080 Video		CPM	4,011,875
	Hulu_Companion Banner Targeted to A25-49, Drama, Action/Adv, Reality & Game Shows	300x250		CPM	802,375
	Hulu_Companion Banner Targeted to A25-49, Drama, Action/Adv, Reality & Game Shows	300x60		CPM	
				SUBTOTAL	
	OPENING DAY PREMIERE BLITZ				
	Hulu_Premium Slate Targeted to A18+ Premiere Day Blitz	1920x1080 Video	2/24	CPM	1,609,580
	Hulu_Video Commercial Targeted to A18+ Premiere Day Blitz	1920x1080 Video		CPM	8,023,750
	Hulu_Companion Banner Targeted to A18+ Premiere Day Blitz	300x250		CPM	1,604,750
	Hulu_Companion Banner Targeted to A18+ Premiere Day Blitz	300x60		CPM	
				SUBTOTAL	

HULU TOTAL					31,472,134
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	Targeting: A25-49, 40% Desktop and 60% Mobile across Contextual targeting (Men's Lifestyle and Entertainment, Sports, Car Sites) Behavioral Targeting (Custom audience segments, sports affinities, entertainment enthusiasts, TV lovers, Car enthusiasts)				
	WEEK 3				
	Contextual Targeting Desktop & Mobile	1x1 - Video :30s / :15s	2/2-2/19	CPM	7,792,208
	Behavioral Targeting Desktop & Mobile	1x1 - Video :30s / :15s	2/2-2/19	CPM	6,993,007
	OPENING WEEK				
	Contextual Targeting Desktop & Mobile	1x1 - Video :30s / :15s	2/20-2/26	CPM	10,389,610
	Behavioral Targeting Desktop & Mobile	1x1 - Video :30s / :15s	2/20-2/26	CPM	9,324,009

PROGRAMMATIC VIDEO TOTAL					34,498,834
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	Pandora Mobile Display w/1-Hour Sponsored Listening				
	Pandora_Mobile Display with SL 1-Hour Uninterrupted Video A25-49 Trigger Banner_ROS_SS	1x1	2/13-2/26	CPE	136,364
	Pandora_Mobile Display with SL 1-Hour Uninterrupted Video A25-49 Video :15-2:30_ROS_SS	1x1, Video (:15s-2:30)	2/13-2/26	AV	
	Pandora_Mobile Display with SL 1-Hour Uninterrupted Video A25-49 In-Reward Banner_ROS_300x250_SS	300x250	2/13-2/26	AV	

PANDORA					
Pandora	Mobile Display with SL 1-Hour Uninterrupted Video A25-49 Post Reward Audio ROS SS	1x1, (Audio)	2/13-2/26	AV	
Pandora	Mobile Display with SL 1-Hour Uninterrupted Video A25-49 Post Reward Tile ROS SS	500x500	2/13-2/26	AV	
Pandora	Mobile Display with SL 1-Hour Uninterrupted Video A25-49 Post Reward Following Banner ROS 300x250	300x250	2/13-2/26	AV	
Pandora	Mobile Auto Play Video A25-49 :15-2:30 ROS SS	1x1	2/13-2/26	CPM	2,435,065
Pandora	Mobile Auto Play Video A25-49 Companion Banner ROS 300x250	300x250	2/13-2/26	AV	2,435,065
Pandora	Mobile Auto Play Video F18-34 :15-2:30 ROS SS	1x1	2/13-2/26	CPM	2,435,065
Pandora	Mobile Auto Play Video F18-34 Companion Banner ROS 300x250	300x250	2/13-2/26	AV	2,435,065
Pandora	Added Value Mobile Display A25-49 ROS 300x250	300x250	2/13-2/26	AV	500,649
PANDORA TOTAL					10,377,273
SPORTS + LIFESTYLE					

Site	Placement	Size	Flight Date	Cost	Impressions
ESPN	PRETRACKING				
	ESPN LiveStreaming WatchESPN Video All Sports Reach	Video	1/26-2/1	CPM	3,125,000
	ESPN Digital - Video - NBA Reach	Video	1/26-2/1	CPM	1,562,500
	ESPN NBA Homepage_PKG	Package	1/26	CPM	1,429,000
	ESPN NBA Homepage 1280x100	1280x100			
	ESPN NBA Homepage 320x50	320x50			
	ESPN NBA Homepage 300x250	300x250			
	ESPN NBA Homepage 970x66	970x66			
	ESPN NBA Homepage 728x90	728x90			
	ESPN NBA Homepage_PKG	Package	1/27	CPM	1,429,000
	ESPN NBA Homepage 1280x100	1280x100			
	ESPN NBA Homepage 320x50	320x50			
	ESPN NBA Homepage 300x250	300x250			
	ESPN NBA Homepage 970x66	970x66			
	ESPN NBA Homepage 728x90	728x90			
	WEEK3 & OPENING WEEK				
	ESPN LiveStreaming WatchESPN Video All Sports Reach	Video	2/2-2/19	CPM	3,645,833
	ESPN Digital - Video - NBA Reach	Video	2/2-2/19	CPM	2,604,167
	ESPN NBA Homepage_PKG (NBA ALL STAR WEEKEND) - subject to availability	Package	2/17-2/19	CPM	4,287,000
	ESPN NBA Homepage 1280x100	1280x100			
	ESPN NBA Homepage 320x50	320x50			
	ESPN NBA Homepage 300x250	300x250			
	ESPN NBA Homepage 970x66	970x66			
	ESPN NBA Homepage 728x90	728x90			
	ESPN All Sport Rotational_PKG Targeting A25-49 Action/Thriller Movie Fans	Package	2/2-2/19	CPM	7,575,758
	ESPN All Sport Rotational 1280x100	1280x100			
	ESPN All Sport Rotational 320x50	320x50			
	ESPN All Sport Rotational 300x250	300x250			
	ESPN All Sport Rotational 970x66	970x66			
	ESPN All Sport Rotational 728x90	728x90			
ESPN TOTAL					25,658,258

Site	Placement	Size	Flight Date	Cost	Impressions
BLEACHER REPORT	PRETRACKING				
	Bleacher Report Total Home Page Takeover Package	PKG	1/26	FLAT	12,500,000
	BR Total Home Page Takeover Desktop 1280x100 11/23	1280x100			
	BR Total Home Page Takeover Desktop 970x250 11/23	970x250			
	BR Total Home Page Takeover Desktop 728x90 11/23	728x90			
	BR Total Home Page Takeover Desktop/Mobile 320x50 11/23	320x50			
	BR Total Home Page Takeover Desktop Skin 1600x1400 SS 11/23	1600x1400			
	BR Total Home Page Takeover Mobile Accordion 1280x1000 SS 11/23	1280x1000			
	BR Total Home Page Takeover Mobile First In-Line 300x250 11/23	300x250			
	BR Total Home Page Takeover Mobile Second In-Line 300x250 11/23	300x250			
	BR Total Home Page Takeover Mobile App Load Screen Logo SS 11/23	1x1			
	BR_STREAMPAGE TAKEOVER PACKAGE	PKG	1/28	FLAT	5,500,000
	BR Stream Page Takeover Line Runner Unit Mobile Accordion Unit SS 7/29	1280x1000	Weekend Traffic		
	BR Stream Page Takeover In-Line Runner Unit First 320x50 7/29	320x50			
	BR Stream Page Takeover In-Line Runner Unit Second 320x50 7/29	300x250			
	MAIN FLIGHT				
	NBA Regular Season ROS Pre-Roll Video Package	Package			
	NBA Regular Season ROS Pre-Roll Video 30 Video SS	30 Video	2/13-2/26	CPM	2,741,228
	NBA Regular Season ROS Pre-Roll Video 300x250 Sync (where applicable)	300x250	2/13-2/26	CPM	



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NBA Regular Season ROS Pre-Roll Video 728x90 Sync (where applicable)	728x90	2/13-2/26	CPM	
NBA Regular Season ROS Pre-Roll Video 300x60 Sync (where applicable)	300x60	2/13-2/26	CPM	
NBA Regular Season LIVE Mid-Roll Video Package				
NBA Regular Season Live Mid-Roll Video :30 Video_SS	Package	2/13-2/26	CPM	1,488,095
NBA Regular Season Live Mid-Roll Video 300x250 Sync (where applicable)	300x250	2/13-2/26	CPM	
NBA Regular Season Live Mid-Roll Video 728x90 Sync (where applicable)	728x90	2/13-2/26	CPM	
Bleacher Report Bleacher Buzz Takeover Package				
BR Bleacher Buzz Takeover Med Rec 300x250	300x250	2/24	FLAT	4,000,000
BR Bleacher Buzz Takeover Custom Header 450x60_SS	450x60			
BR Bleacher Buzz Takeover Skin 1600x1400_SS	1600x1400			
BR Bleacher Buzz Takeover Mobile Rec 320x50	320x50			
BR Bleacher Buzz Takeover Mobile Med Rec 300x250	300x250			

BLEACHER REPORT TOTAL 26,229,323

PRETRACKING				
VICE Homepage Takeover	Package	1/30	Flat	350,000
VICE Homepage Takeover Video Headliner 1600x250	1600x250			
VICE Homepage Takeover VideoSuper Billboard 970x550	970x550			
VICE Homepage Takeover Video Billboard 970x250	970x250			
VICE Homepage Takeover Tablet Leaderboard 728x90	728x90			
VICE Homepage Takeover Mobile Leaderboard 320x50	320x50			
VICE Homepage Takeover Mobile Rectangle 300x250	300x250			
MAIN FLIGHT				
VICE Homepage Takeover	Package	2/24	Flat	350,000
VICE Homepage Takeover Video Headliner 1600x250	1600x250			
VICE Homepage Takeover VideoSuper Billboard 970x550	970x550			
VICE Homepage Takeover Video Billboard 970x250	970x250			
VICE Homepage Takeover Tablet Leaderboard 728x90	728x90			
VICE Homepage Takeover Mobile Leaderboard 320x50	320x50			
VICE Homepage Takeover Mobile Rectangle 300x250	300x250			
Rotational on VICE Owned Properties (Noisy, etc)				
Cross Platform Billboard 970x250 ROS	970x250	2/13-2/26	CPM	550,000
Desktop Halfpage 300x600	300x600	2/13-2/26	CPM	840,000
VICE O&O Pre-roll video 1x1	:15 / :30	2/13-2/26	CPM	550,000
Mobile Rectangle ROS Added Value	300x250	2/13-2/26	AV	250,000
Mobile Leaderboard ROS Added Value	320x50	2/13-2/26	AV	

VICE TOTAL 2,890,000

TICKETING

Site	Placement	Size	Flight Date	Cost	Impressions
FANDANGO & FLIXSTER	Targeted Movie Pages (Suspense/Action/Drama) on Fandango_300x600	300x600	2/13-2/26	CPM	2,222,222
	Targeted Movie Pages (Suspense/Action/Drama) on Fandango_728x90	728x90 tablet			
	Mobile Movie Pages (Suspense/Action/Drama) on Fandango/Flixster_320x50	320x50	2/13-2/26	CPM	2,105,263
	Fandango Mobile Homepage ROS_TP_320x100	320x100	2/13-2/26	CPM	1,562,500
	Fandango Mobile Theater Page Roadblock_TP_320x100	320x100	2/24	CPM	3,600,000
	Flixster Mobile Theater Page Roadblock_TP_320x100	320x100	2/24	CPM	937,500



COLLIDE
Digital Media Plan Details



	Package	2/24	CPM	1,859,504
Fandango Theater Showtimes Page Skin + 300x600 Roadblock	Skin			
Theater Showtimes Takeover Skin	970x150			
Theater Showtimes Takeover 970x150	300x600			
Theater Showtimes Takeover 300x600	728x90 tablet			
Theater Showtimes Takeover 728x90 tablet				
FANDANGO TOTAL				12,286,990
MEDIA SUB-TOTAL				242,639,663