

COLLIDE

February 24, 2017

Media Plan - Rev. 1

12/14/16

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



		Vendor Net Cost	% of Media Budget
TELEVISION			
	Network	\$1,111,791	
	National Cable	\$5,898,056	
	National Hispanic	\$387,909	
NATIONAL TELEVISION SUB TOTALS:		\$7,397,755	47%
RADIO			
	AM/PM DRIVE	\$177,404	
	SiriusXM	\$331,670	
	ESPN Radio	\$162,605	
RADIO SUB TOTALS:		\$671,679	4%
DIGITAL MEDIA			
	Search	\$200,000	
	Social	\$1,565,000	
	Video	\$4,110,000	
	Mobile	\$225,000	
	Ticketing	\$295,000	
	Lifestyle	\$1,199,314	
	Ad Serving	\$35,000	
DIGITAL MEDIA SUB TOTALS:		\$7,629,314	49%
GRAND TOTAL		\$15,698,748	100%

Budget	\$15,700,000
+/-	\$1,252



COLLIDE

February 24, 2017

Media Plan - Rev. 1

12/14/16



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



COLLIDE

February 24, 2017

Network Details



DATE	DAY	TIME (ET)	NETWORK	PROGRAM	TOTAL # OF UNITS			Vendor NET COST	A25-49		M18-49		F18-34	
					:15s	:30s	TOT		RTG	IMP (000)	RTG	IMP (000)	RTG	IMP (000)
BROADCAST: SPORTS														
Week of 1/16														
1/26	Thu	TBD	TNT	Tip-off		1	1		0.2	217	0.2	149	0.1	46
1/26	Thu	8p-10:30p	TNT	NBA Early Prime Game		1	1		0.7	742	1.1	703	0.4	139
1/26	Thu	10:30p-1a	TNT	NBA Late Prime Game		1	1		0.7	742	1.1	703	0.4	139
1/26	Thu	TBD	TNT	Tip-off		1	1		0.2	217	0.2	149	0.1	46
1/26	Thu	8p-10:30p	TNT	NBA Early Prime Game		1	1		0.7	742	1.1	703	0.4	139
1/26	Thu	10:30p-1a	TNT	NBA Late Prime Game		1	1		0.7	742	1.1	703	0.4	139
WEEK TOTAL:					0	6	6		3.4	3,402	4.9	3,110	1.9	648
Week of 1/23														
2/13	Mon	8p-10:30p	TNT	NBA Prime Game		1	1		0.2	217	0.2	149	0.1	46
2/15	Wed	8p-10:30p	ESPN	NBA Early Prime Game		1	1		0.7	742	1.1	703	0.4	139
2/15	Wed	10:30p-1a	ESPN	NBA Late Prime Game		1	1		0.7	742	1.1	703	0.4	139
2/16	Thu	TBD	TNT	Tip-off		1	1		0.2	217	0.2	149	0.1	46
2/16	Thu	8p-10:30p	TNT	NBA Early Prime Game		1	1		0.5	457	0.6	411	0.3	94
2/16	Thu	10:30p-1a	TNT	NBA Late Prime Game		1	1		0.5	457	0.6	411	0.3	94
2/17	Fri	8p-10:30p	ESPN	NBA Early Prime Game		1	1		0.7	742	1.1	703	0.4	139
2/17	Fri	10:30p-1a	ESPN	NBA Late Prime Game		1	1		0.7	742	1.1	703	0.4	139
2/18	Sat	8:30p-11p	ABC	NBA Prime Game		1	1		1.2	1,227	1.5	960	0.7	241
WEEK TOTAL:					0	9	9		5.6	5,543	7.7	4,892	3.1	1,077
Week of 1/30														
2/21	Tue	TBD	TNT	Tip-off		1	1		0.2	217	0.2	149	0.1	46
2/21	Tue	8p-10:30p	TNT	NBA Early Prime Game		1	1		0.5	457	0.6	411	0.3	94
2/21	Tue	10:30p-1a	TNT	NBA Late Prime Game		1	1		0.5	457	0.6	411	0.3	94
2/22	Wed	8p-10:30p	ESPN	NBA Early Prime Game	1				0.7	742	1.1	703	0.4	139
2/22	Wed	10:30p-1a	ESPN	NBA Late Prime Game	1				0.7	742	1.1	703	0.4	139
2/23	Thu	TBD	TNT	Tip-off	1				0.2	217	0.2	149	0.1	46
2/23	Thu	8p-10:30p	TNT	NBA Early Prime Game	1				0.5	457	0.6	411	0.3	94
2/23	Thu	10:30p-1a	TNT	NBA Late Prime Game	1				0.5	457	0.6	411	0.3	94
WEEK TOTAL:					5	3	8		3.8	3,746	5.3	3,348	2.2	746
SPORTS TOTAL					5	18	23	\$727,460	12.8	12,691	17.8	11,350	7.1	2,471
BROADCAST: LATE NIGHT														
Week of 1/30														
2/20	Mon	11:35p-12:35a	ABC	Jimmy Kimmel Live		1	1		0.6	591	0.4	266	0.3	117
2/20	Mon	11:35p-12:35a	CBS	The Late Show With Stephen Colbert		1	1		0.7	718	0.6	390	0.3	117
2/20	Mon	12:35a-1:35a	CBS	The Late Late Show with James Corden		1	1		0.4	404	0.3	207	0.2	68
2/20	Mon	11:35p-12:35a	NBC	The Tonight Show with Jimmy Fallon		1	1		1.0	1,033	0.8	482	0.6	211
2/20	Mon	12:35a-1:35a	NBC	Late Night with Seth Meyers		1	1		0.5	529	0.4	245	0.2	77
2/21	Tue	11:35p-12:35a	ABC	Jimmy Kimmel Live	1				0.6	591	0.4	266	0.3	117
2/21	Tue	11:35p-12:35a	CBS	The Late Show With Stephen Colbert	1				0.7	718	0.6	390	0.3	117
2/21	Tue	12:35a-1:35a	CBS	The Late Late Show with James Corden	1				0.4	404	0.3	207	0.2	68
2/21	Tue	11:35p-12:35a	NBC	The Tonight Show with Jimmy Fallon	1				1.0	1,033	0.8	482	0.6	211
2/21	Tue	12:35a-1:35a	NBC	Late Night with Seth Meyers	1				0.5	529	0.4	245	0.2	77
2/22	Wed	11:35p-12:35a	ABC	Jimmy Kimmel Live		1	1		0.6	591	0.4	266	0.3	117
2/22	Wed	11:35p-12:35a	CBS	The Late Show With Stephen Colbert		1	1		0.7	718	0.6	390	0.3	117
2/22	Wed	12:35a-1:35a	CBS	The Late Late Show with James Corden		1	1		0.4	404	0.3	207	0.2	68
2/22	Wed	11:35p-12:35a	NBC	The Tonight Show with Jimmy Fallon		1	1		1.0	1,033	0.8	482	0.6	211
2/22	Wed	12:35a-1:35a	NBC	Late Night with Seth Meyers		1	1		0.5	529	0.4	245	0.2	77
2/23	Thu	11:35p-12:35a	ABC	Jimmy Kimmel Live	1				0.6	591	0.4	266	0.3	117
2/23	Thu	11:35p-12:35a	CBS	The Late Show With Stephen Colbert	1				0.7	718	0.6	390	0.3	117
2/23	Thu	12:35a-1:35a	CBS	The Late Late Show with James Corden	1				0.4	404	0.3	207	0.2	68
2/23	Thu	11:35p-12:35a	NBC	The Tonight Show with Jimmy Fallon	1				1.0	1,033	0.8	482	0.6	211
2/23	Thu	12:35a-1:35a	NBC	Late Night with Seth Meyers	1				0.5	529	0.4	245	0.2	77
WEEK TOTAL:					10	10	20		13.2	13,100	10.0	6,360	6.8	2,360
LATENIGHT TOTAL					10	10	20	\$384,331	13.2	13,100	10.0	6,360	6.8	2,360
BROADCAST TOTAL					15	28	43	\$1,111,791	26.0	25,791	27.8	17,710	14.0	4,831



COLLIDE

LOCAL RADIO



Flight: Week of 2/20

LENGTH: :30s

	Station	Format	Total AM Spots	Total PM Spots
New York	WHTZ-FM	CHR	9	9
	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
	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
	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
	KKDA-FM	Urban Contemporary	9	9
	KBFB-FM	Rhythmic CHR	9	9
San Francisco-Oak-San Jose	KIOI-FM	Hot AC	9	9
	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
	WKYS-FM	Urban Contemporary	9	9
	WHUR-FM	Urban AC	9	9
Atlanta	WHTA-FM	Urban Contemporary	9	9
	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
	KBXX-FM	Rhythmic CHR	9	9
	KQBT-FM	Urban Contemporary	9	9
Phoenix	KMVP-FM	Sports	9	9
	KKFR-FM	Rhythmic CHR	9	9
	KZZP-FM	CHR	9	9
Detroit	WKQI-FM	CHR	9	9
	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



Collide



Flight: Weeks of 2/13 & 2/20

Channels/Programs	SiriusXM Talents	Ln	Daypart	Week of 13-Feb	Week of 20-Feb	Total Spots
COMEDY						
HOWARD 100/101						
Howard 100 LIVE READ	Howard Stern	:60	M-W 7A-11A	4	4	8
Howard 100 - PRERECORD	Howard Stern	:60	M - F 12P-12MID	4	4	8
Howard 100 WITHIN LIVE SHOW	Brand Spots	:60	M-W 7A-11A	4	4	8
Howard 100	Brand Spots	:60	M - F 12P-12MID	25	25	50
Howard Stern 101	Brand Spots	:60	M-F 12PM-9P	25	25	50
Raw Dog						
Raw Dog/Bennington LIVE READ	Ron Bennington	:60	M-F 12P-3P	3	3	6
Raw Dog/Bennington PRERECORD	Ron Bennington	:60	M-F 6A-12M	5	5	10
Programs include: The Raw Report, Comedy Cellar Show, GI Presents, Kelly Carlin Show, Come to Papa w/ Tom Papa						
SPORTS						
MAD DOG SPORTS						
Stephen A Smith Show - LIVE READ	Stephen A. Smith	:60	M-F 1P-3P	3	3	6
Stephen A Smith Show - PRERECORD	Stephen A. Smith	:60	M-F 6A-12P	5	5	10
Programs include: Morning Men, Mad Dog Unleashed, Dog Bites						
Bleacher Report						
Bleacher Report B/R Afternoon Drive LIVE READ	Ric Bucher/Nic Zoumis	:60	M-F 3P-6P	2	2	4
Bleacher Report B/R Afternoon Drive PRERECORDS	Ric Bucher/Nic Zoumis	:60	M-F 3P-6P	4	4	8
Programs include: B/R Morning Drive, B/R Spotlight, B/R Afternoon Drive, Content is King						
ESPN						
Brand Spots		:60	M-F 6A-12M	20	20	40
NBA Radio						
Brand Spots		:60	M-F 6A-12M	100	100	200
Programs include: Starting Line Up, Off The Dribble, NBA Today, NBA Play by Play						
College Sports Nation						
Brand Spots		:60	M-F 6A-12M	50	50	100
Programs include: The First Team, Full Ride, The Playbook, College Sports Today, Perfect Game						
				334	334	668
All Talents Pending Vetting Approval				Total Investment (NET)		\$ 331,670



MediaStorm

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

Tactic & Site	JANUARY 2017							FEBRUARY 2017														Estimated Impressions/ Views	Total Budget Cost NET	Total Budget NET	% of Total Budget	Media Highlights							
	Pre-Awareness							Week 1				Week 2				Week 3				Opening Week													
	1/23	1/24	1/25	1/26	1/27	1/28	1/29	1/30	1/31	2/1	2/2	2/3	2/4	2/5	2/6	2/7	2/8	2/9	2/10	2/11	2/12						2/13	2/14	2/15	2/16	2/17	2/18	2/19
M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	W	Th	F	Sa	Su
	Tracking							NBA All Star							Opening																		
Search	Pre-Tracking																					266,667	60,000	\$200,000	3%	Search Targeting Cast/Crew/Titles/Brand/Genre Keywords							
Search																						266,667		\$200,000	3%								
Facebook	Pre-Tracking																					8,800,000	132,000	\$440,000	6%	Facebook Promoted Posts, Reach & Frequency targeting A25-54, Action/Movie Fans							
Instagram	Pre-Tracking																					6,562,500	157,500	\$525,000	7%	Instagram Promoted Posts, Reach & Frequency targeting A25-54, Action/Movie Fans							
Twitter	Pre-Tracking																					7,500,000	180,000	\$600,000	8%	Twitter Sponsored posts targeting A25-54, Action/Movie Fans							
Social																						22,862,500		\$1,565,000	21%								
YouTube	Pre-Tracking																					76,097,685	723,000	\$2,410,000	32%	YouTube Trueview Instream A25-54/M18-44, F18-34 Gen Audience Broad, A25-54 and Drama/Romance Lovers, Action Movie Fans, Thrill Seekers, Reserved Action Movie Fans and GP Entertainment Pop culture & Sports Line Up, InDisplay targeting cast/crew/genre keywords and Remarketing against past audience							
Hulu	Pre-Tracking																					31,472,134	300,000	\$1,000,000	13%	Pre-tracking and Main Flight - Hulu video targeting A25-49, Drama, Action/Adv, Reality & Game Shows fans, Premiere Day Blitz on day of premiere against A18+							
Programmatic Video																						34,498,834	210,000	\$700,000	9%	Pre-roll Contextual Behavioral, Contextual targeting A25-54/9 Sports/Entertainment/Movies & Drama/Car Enthusiasts							
Video																						142,068,653		\$4,110,000	54%								
Pandora																						10,377,273	67,500	\$225,000	3%	2/13-2/26 Sponsored Listening, Auto-play Mobile Video A25-49 and Auto-play Mobile video F18-34							
Mobile																						10,377,273		\$225,000	3%								
ESPN																						25,658,258	200,794	\$669,314	9%	Pre-tracking ESPN Live Streaming and NBA Reach video, 1/26 and 1/27 NBA Homepage Takeovers; 2/17-2/19 ESPN NBA Homepage Takeover Package (ALL STAR WEEKEND), 2/13-2/26 ESPN LiveStreaming WatchESPN video and ESPN NBA Reach Video, All Sports Rotational Units							
Bleacher Report																						26,229,323	117,750	\$392,500	5%	Pre-tracking 1/26 Bleacher Total Homepage Takeover, 1/28 Bleacher Buzz Takeover; 2/13-2/26 Bleacher Report NBA Regular Season Mid-roll Live Streaming and Pre-roll Video, 2/24 Bleacher Buzz Takeover							
Vice																						2,890,000	41,250	\$137,500	2%	Pre-tracking 1/30 Homepage Takeover; 2/13-2/26 Vice Rotational Media and pre-roll video, 2/24 Vice Homepage Takeover							
Sports & Lifestyle																						54,777,581		\$1,199,314	16%								
Fandango / Flixster																						12,286,990	88,500	\$295,000	4%	2/13-2/26 Conquesting Targeted Movie Pages (Drama/Action/Suspense), Fandango Mobile HP RB ROS, 2/24 Fandango Mobile Theater Page RB, 2/24 Flixster Mobile Theater Page RB, 2/24 Fandango Theater Showtimes RB							
Ticketing																						12,286,990		\$295,000	4%								
SUBTOTAL																						242,639,663		\$7,594,314									
Ad Serving																							17,500	\$35,000	0.3%								
GRAND TOTAL																						242,639,663		\$7,629,314	100%								

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 Frequen 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

		SUBTOTAL			
OPENING WEEK					
TrueView_Remarketing		:05s or :30s	2/20-2/26	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		CPM	8,037,037
Reserve Forced :15s: A25-54 Action Movie Lovers, Romance Drama, Sports		:15s + 300x60		CPM	8,962,963
Reach and Frequeny 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			76,097,685

YOUTUBE TOTAL 56,282,870

Site	Placement	Size	Flight Date	Cost	Views	
HULU	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	1/26-2/1	CPM	1,931,496
		Hulu_Video Commercial Targeted to A25-49, Drama, Action/Adv, Reality & Game Shows	1920x1080 Video		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	

Site	Placement	Size	Flight Date	Cost	Impression	
PROGRAMMATIC VIDEO	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	

Site	Placement	Size	Flight Date	Cost	Impression	
MOBILE	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				
	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				
	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				
	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				
	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				

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 STREAM PAGE TAKEOVER PACKAGE					
	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					
	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	

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			
NBA_Regular Season Live Mid-Roll Video_300x250 Sync (where applicable)	:30 Video	2/13-2/26	CPM	1,488,095
NBA_Regular Season Live Mid-Roll Video_728x90 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	Package	2/24	FLAT	4,000,000
BR_Bleacher Buzz Takeover_Custom Header_450x60_SS	300x250			
BR_Bleacher Buzz Takeover_Skin_1600x1400_SS	450x60			
BR_Bleacher Buzz Takeover_Mobile Rec_320x50	1600x1400			
BR_Bleacher Buzz Takeover_Mobile Med Rec_300x250	320x50			
	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

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