

Market	Media Channel	Location	Size	Imp's- 4 Weeks	52 weeks	12 Weeks	4 Weeks
Sacramento	Digital Bulletins	Bus. 80 (Capital City Fwy), 1100 ft S/O Exposition Blvd. E/S F/N	20'x60'	2,010,840	\$4,750.00		
Sacramento	Digital Bulletins	I-80 .50 mi W/O Eureka Rd. Exit, Roseville S/S F/W	14'x48'	1,744,368	\$5,175.00		
Sacramento	Digital Bulletins	Hwy 50, W/O Hazel Ave. S/S F/W	14'x48'	1,628,880	\$5,215.00		
San Francisco Bay Area	Digital Bulletins	I-880 .50 mi N/O Hegenberger % F/NW	20'x60'	1,948,000	\$6,500.00		
San Francisco Bay Area	Digital Bulletins	I-80 1500 ft N/O University (Berkeley) E/S F/S	14'x48'	1,457,032	\$5,000.00		
San Francisco Bay Area	Digital Bulletins	E/L I-880 N/O Great Mall Parkway F/N	14'x48'	981,781	\$6,000.00		
San Francisco Bay Area	Digital Bulletins	US 101 EL S/O University (Palo Alto) % F/NW	16'x29'	763,402	\$7,000.00		
San Francisco Bay Area	Digital Bulletins	I-680 S/O Benicia Bridge F/SE	14'x48'	595,635	\$4,000.00		
Sacramento	Light Rail Full Side	4 units	Full Side	1,087,632		\$11,800	
Sacramento	Bus Tail	35 units	Bus Tail	83,600		\$11,340	
SF- BART	Backlit Dioramas	15 units in heavy traffic areas in BART stations	68.5x47.5	3,240,000			\$17,255
SF- BART	Digital Bulletins	1 unit Available in Montgomery or Powell		2,174,000			\$6,500
California	Digital Marketing	Paid Search, Display and Retargeting				\$45,000	
Total				17,715,170	\$43,640.00	\$68,140	\$23,755
<b>Total Media and Production</b>							<b>\$135,535.00</b>
<b>Agency Fee</b>							<b>\$20,330.25</b>
<b>Total</b>							<b>\$155,865.25</b>