

Market	Location Description	Media	IMP 18+ 4 Week	Period	Start Date	End Date	Net Amount per 4 Weeks	Panel ID
Sacramento	E/S I-5 1 mi S/O Main Street F/W	Digital Bulletins	595,936	4 Week	10/1/18	10/28/18	\$4,250	9954
Sacramento	I-80 NS 0.35mi E/O Northgate Blvd F/W - 2	Digital Bulletins	1,029,334	4 Week	10/1/18	10/28/18	\$5,000	click on interactive map
Sacramento	Airport Fwy I-5 WS 0.2mi S/O Richards Blvd F/S - 1	Digital Bulletins	1,355,597	4 Week	10/1/18	10/28/18	\$5,000	click on interactive map
Sacramento	Airport Fwy I-5 WS 0.2mi S/O Richards Blvd F/N - 1	Digital Bulletins	1,745,803	4 Week	10/1/18	10/28/18	\$5,000	click on interactive map
San Francisco Bay Area	I-680 S/O Benicia Bridge F/SE	Digital Bulletins	595,635	4 Week	10/1/18	10/28/18	\$4,000.00	MRT1001H
San Francisco Bay Area	I-880 & 500' North of Maritime F/N	Digital Bulletins	482,564	4 Week	10/1/18	10/28/18	\$6,000.00	OAK1031E
San Francisco Bay Area	I-680 3500 ft W/O Lake Herman Rd F/SW	Digital Bulletins	472,696	4 Week	10/1/18	10/28/18	\$4,000.00	BN1007G
San Francisco Bay Area	I-80 1500 ft N/O University (Berkeley) E/S F/S	Digital Bulletins	1,457,032	4 Week	10/1/18	10/28/18	\$6,000.00	BRK1001F
Digital Options			Impression	4 Week	10/1/18	10/28/18	Cost	
San Francisco and Sacramento	Geo Fence Mobile Campaign	Mobile Banners - In app	370,828	4 Week	10/1/18	10/28/18	\$3,000	
San Francisco and Sacramento	Geo - Targeted/Retargeting/Audience Targeting Foodies (25-45 Adults)	Desktop, Mobile, and Tablet	1,250,000	4 Week	10/1/18	10/28/18	\$5,000	