

Media Channel	August					September					October				November					Total Spots/Impressions	
Monday Calendar Dates	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29			
<b>DISPLAY</b>																					
AARP						9/6 - 10/15															2,793,902
AdTheorent						9/6 - 10/15															13,971,774
<b>TOTAL DISPLAY IMPRESSIONS</b>																				<b>16,765,677</b>	
<b>SOCIAL</b>																					
Facebook/Instagram						9/6 - 10/31															7,666,667
Facebook/Instagram (Canada)						9/6 - 10/31															2,250,000
Pinterest						9/6 - 10/31															1,250,000
Influencer						9/6 - 10/31															900,000
<b>TOTAL PAID SOCIAL IMPRESSIONS</b>																				<b>12,066,667</b>	
<b>SEM</b>																					
Google			8/16-10/31																		1,000,000
Google (Canada)						9/6-10/31															800,000
<b>TOTAL PAID SEARCH IMPRESSIONS</b>																				<b>1,800,000</b>	
<b>CAMPAIGN TOTAL</b>																				<b>30,632,343</b>	