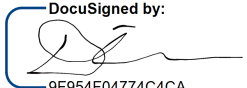


TOWNSQUARE CAMPAIGN FOR FRIENDS OF DEIRDRE HAY

| Solution Name | Solution Goal | Audience Detail | Length | Solution Footprint | Media Delivered | Volume | Cost Structure | Monthly Budget |
|------------------------|---------------|-------------------------------|-----------------|--|-----------------|--------|----------------|----------------|
| AAT Streaming TV (STV) | Awareness | Women 18+, Registered Voters | :15 Second Spot | Counties of: Broome, Chenango, Tioga, Deleware, Madison, Cortland, Timpkins, Chemung, Schuyler | Video | 28,571 | CPM | \$1,000.00 |
| AAT Streaming TV (STV) | Awareness | Adults 18+, Registered Voters | :30 Second Spot | | Video | 28,571 | CPM | \$1,000.00 |

| | |
|-------------------------|------------|
| Total Investment | \$2,000.00 |
|-------------------------|------------|

X _____
Townsquare Representative

X 
9F954F04774C4CA...

X 10/31/2023
Date



Timeline:

11/1/23 – 11/7/23

Both parties have the right to cancel 90 days after the start of the campaign with 30 day written notice.