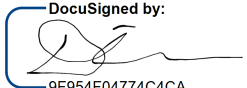


TOWNSQUARE CAMPAIGN FOR FRIENDS OF DEIRDRE HAY

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
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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.