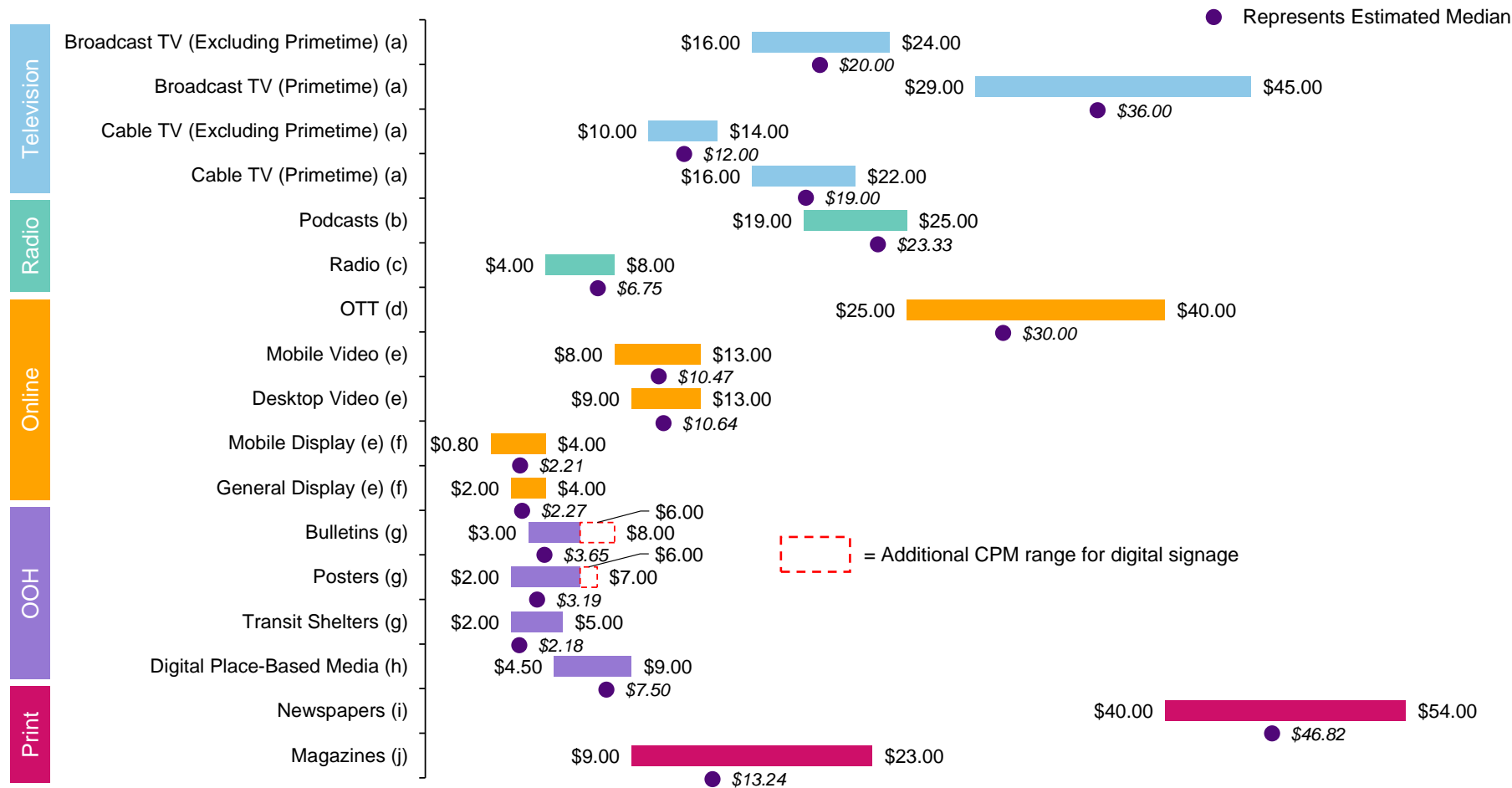


Solomon's US Major Media CPM Comparison



Source: Solomon Partners Estimates as of January 2022 based on SEC filings, news, research and other industry sources.

- a) 30-second advertisement.
- b) 60-second advertisement.
- c) 30-second advertisement. Includes both spot and network.
- d) Dataset includes various network and subscription streaming services.
- e) Represents data from 2018. Mobile dataset includes mobile web, phone and tablet for both Android and iPhone.
- f) 300x250 banner ads.
- g) Calculated using SQUAD reporting from OOH media companies.
- h) Represents a range of average realized direct and programmatic rates on various on-premise media / place-based digital networks.
- i) 1/2 page ad. Calculated using estimated readership.
- j) Full-page color ad. Calculated using estimated readership.