

Ace & TJ Radio Family Advertising: \$1000/month

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| <p>1. Digital 24/7 Streaming commercials</p> <ul style="list-style-type: none"> a. Live Show 6-10a b. Live Digital only 10a-12n c. Replay 12n-12mid | <p>80 x :30s (8x daily)
40 x :30s (4x daily)
180 x :30s (12x daily)</p> |
| | <u>300 monthly minimum</u> |
| <p>2. Podcast/On Demand [All Ace & TJ content - :30 second spots]</p> | <u>50,000 monthly impressions*</u> |
| <p>3. Banner Ads [AceTJ.com, The Ace & TJ App & Ace & TJ Audio players]</p> | <u>25,000 monthly impressions*</u> |
| <p>4. Ace & TJ Insider Emails [coupons, prizes, offers, invites, etc...]</p> | <u>15,000 x 4 monthly sends</u> |

TOTALS:

- **300 Live stream commercials** (value: \$500)
- **50,000 on demand impressions** (value: \$500)
- **25,000 Banner ad impressions** (value: \$250)
- **60,000 Emails** (value: \$2000)
- **2 Social Media Posts** (value: \$500)

Total Value: \$3,750

** Impressions – when one commercial is heard or banner ad is seen multiplied by the number of people who heard/saw it multiplied times the number of instances it occurs. Example from #4 (video pre-roll), each time someone opens the audio player, the :15 video pre-roll commercial will play. Each instance is an IMPRESSION.*