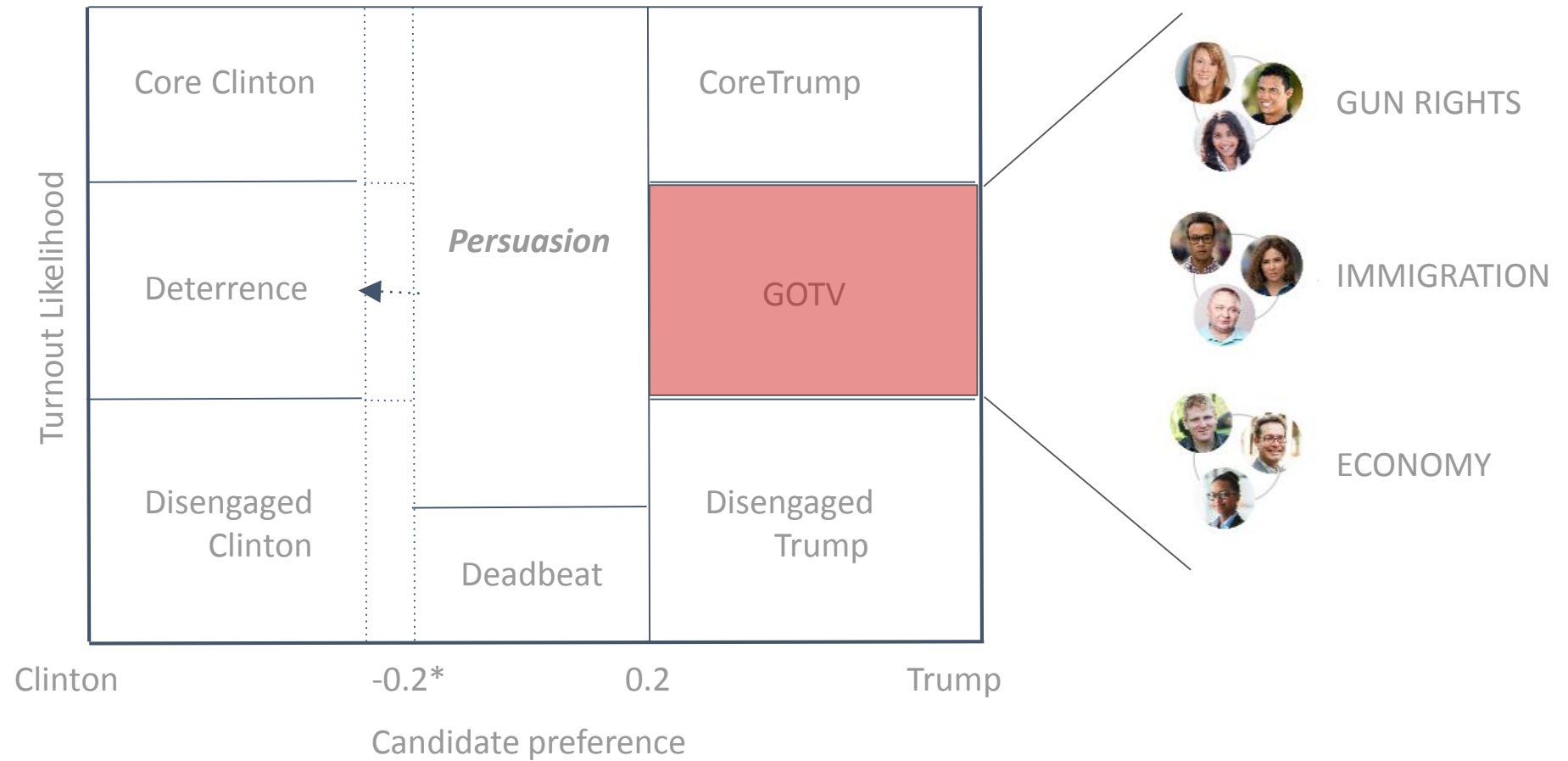


# Audiences



# Media Planning



## Sample Media Plan: Ad Operations

Geo	Audience	Message	Platform	Ad Type	Audience	Impressions	Budget
GA	Persuasion	Nat'l Debt, Jobs, Taxes, Wages, Education, Nat'l Sec	Video Network	Video	444,000	8,880,000	\$250,000
GA	Persuasion	Nat'l Debt, Jobs, Taxes, Wages, Education, Nat'l Sec	Facebook	Video	444,000	8,880,000	\$250,000
GA	Persuasion: Female	Jobs, Wages, National Debt	Pandora	Audio	253,080	5,061,600	\$127,000
GA	Persuasion: Female	Jobs, Wages, National Debt	Women's Interest Sites	Video	253,080	7,592,400	\$190,000
GA	Persuasion: Female	Jobs, Wages, National Debt	Women's Interest Sites	Display	253,080	7,592,400	\$50,000
GA	Persuasion: AA	Predators Video, Other?	Video Network	Video	53,333	1,066,666	\$30,000
GA	Persuasion: AA	Predators Video, Other?	Video Network	Display	53,333	1,599,998	\$25,000
GA	Persuasion: Hispanic	Jobs, Taxes, Education	Pandora	Audio	30,000	1,400,000	\$35,000
Gwinnet, Fulton, Cobb	Persuasion: Hispanic	Jobs, Taxes, Education	Video Network	Video	20,000	364,444	\$25,000
Gwinnet, Fulton, Cobb	Persuasion: Hispanic	Jobs, Taxes, Education	Mobile Network	Display	20,000	400,000	\$20,000
GA	Persuasion: Low Turnout	Nat'l Debt + GOTV	Facebook	Display	177,600	1,776,000	\$60,000
Marrietta, Atlanta, Alpharetta, Cumming	Persuasion: Geo-Scoring	Nat'l Debt, Jobs, Taxes, Wages, Education, Nat'l Sec	Local News Sites	Display	999,000	10,000,000	\$50,000
					<b>Total:</b>	<b>54,613,508</b>	<b>\$1,112,000</b>