

MEDIA ACTIVITY THIS PERIOD IN SUPPORT OF MEMORIAL DAY, 2013, CLICK IT OR TICKET CAMPAIGN

PAID MEDIA

Approximate funds spent on paid media this reporting period:

<u>TOTAL</u>	<u>TV ADS</u>	<u>RADIO ADS</u>	<u>PRINT ADS</u>	<u>BILLBOARDS</u>	<u>OTHER</u>
\$230,067	\$128,137	\$71,930	\$N/A	\$N/A	Internet = \$30,000

Approximate numbers of paid advertisements broadcast this reporting period:

TV spots: 823	Radio spots: 7,124	Print ads: N/A	Billboards: N/A	
Movie Screenings: N/A	Internet: 3,718,124 impressions/2466 visits		Other: N/A	

EARNED MEDIA

Press conferences held this month:	2 (in May—Jackson and Indianola)
TV news stories aired this month:	38 Earned Media Value \$103,350
Radio news stories aired this month:	4 Earned Media Value \$N/A
Print news stories run this month:	40 Earned Media Value \$31,325.15
Other (specify):	

Bonus TV ads: 255 Value: \$40,000

Bonus Radio ads: 2,125 Value: \$35,000

Bonus Outdoor boards: N/A

Other: N/A

Name of person submitting this report: Quinton Dickerson
Phone: 601-856-1544 e-mail: Quinton@Frontier.ms