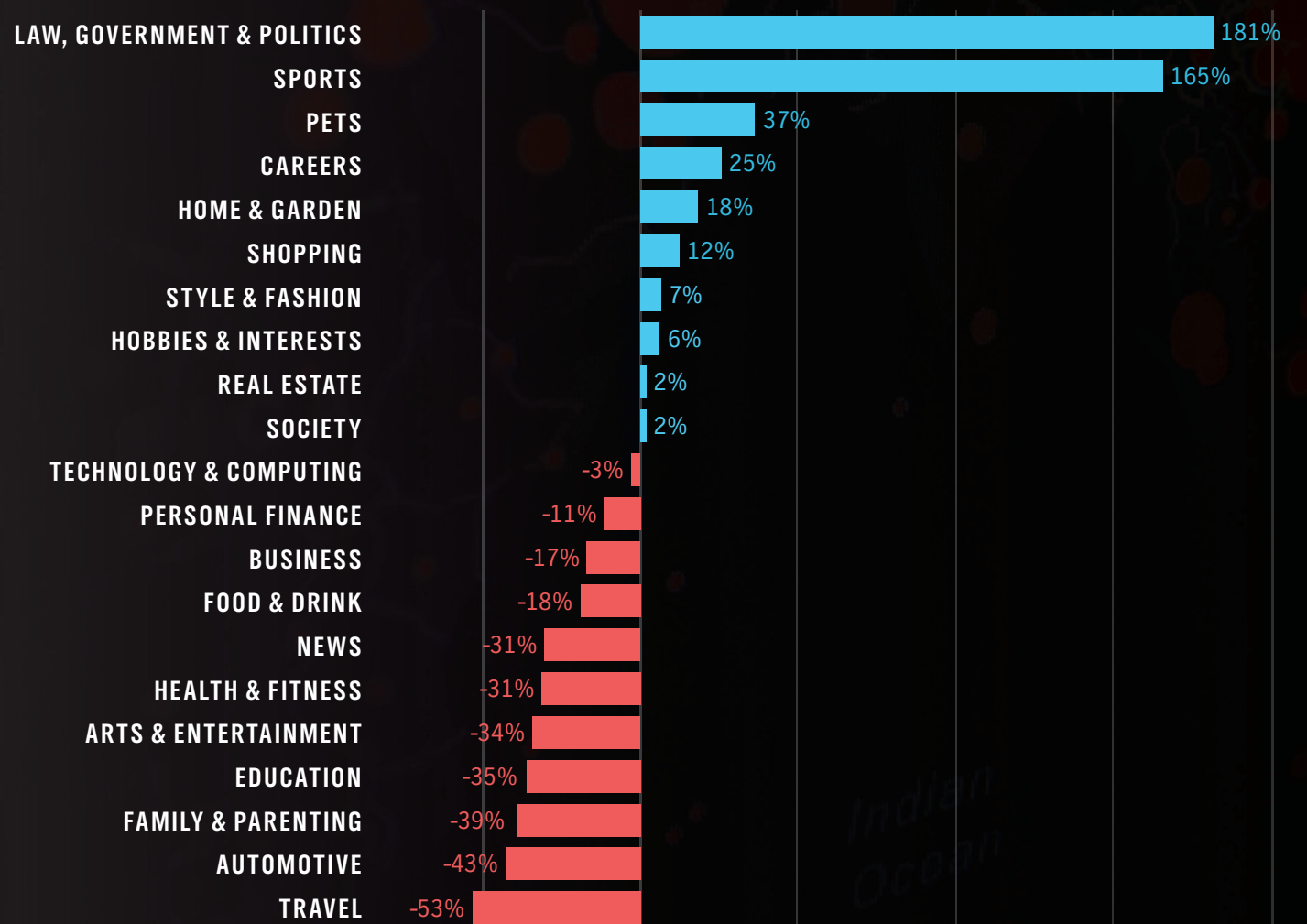
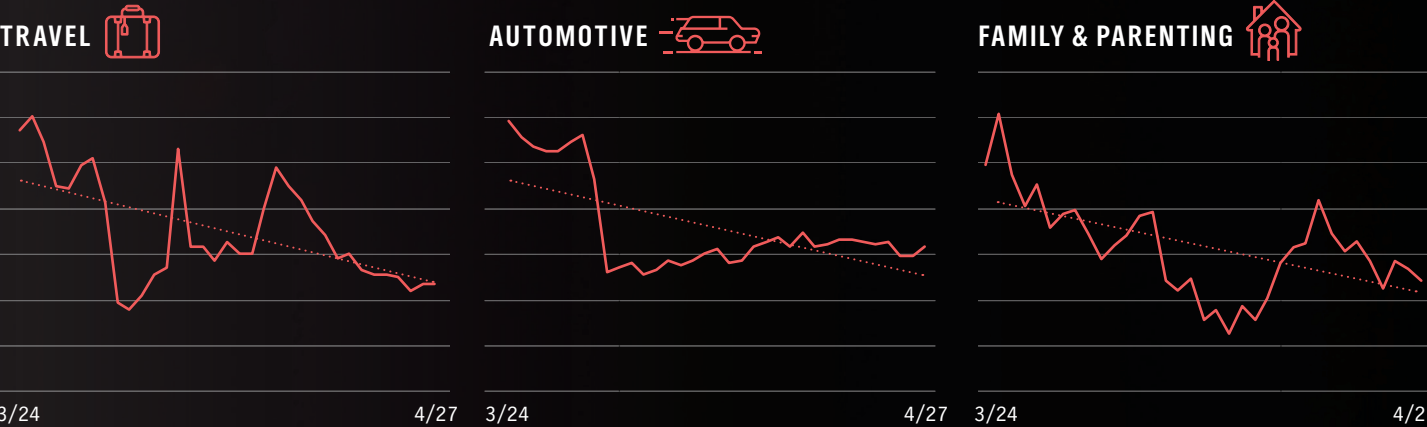


AD SPEND CHANGE BY ADVERTISER CATEGORY

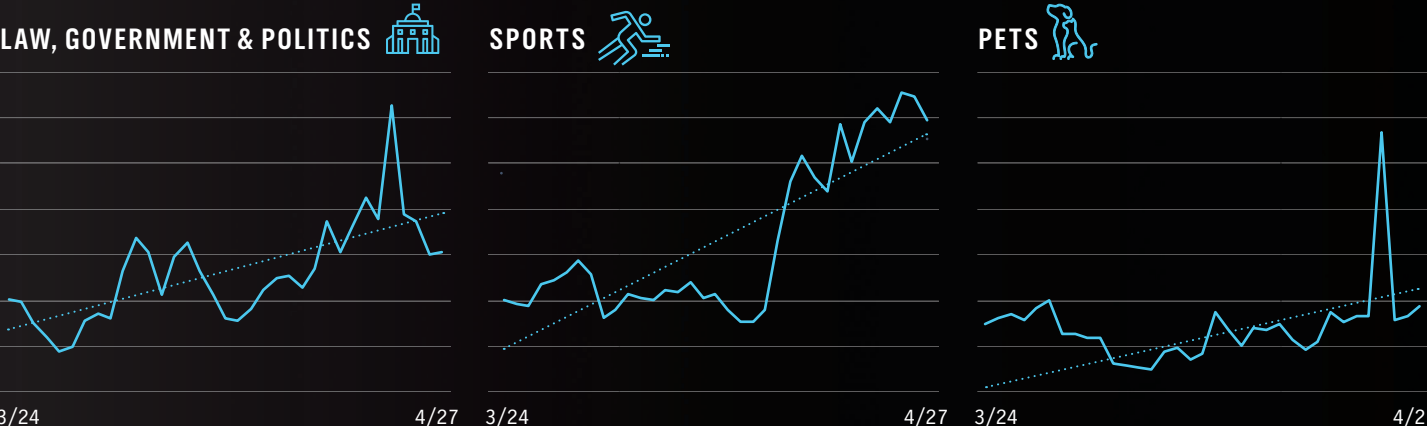
Month-over-Month: March 24-30 vs. April 21-27



AD SPEND CHANGE BY ADVERTISER CATEGORY – DECREASES

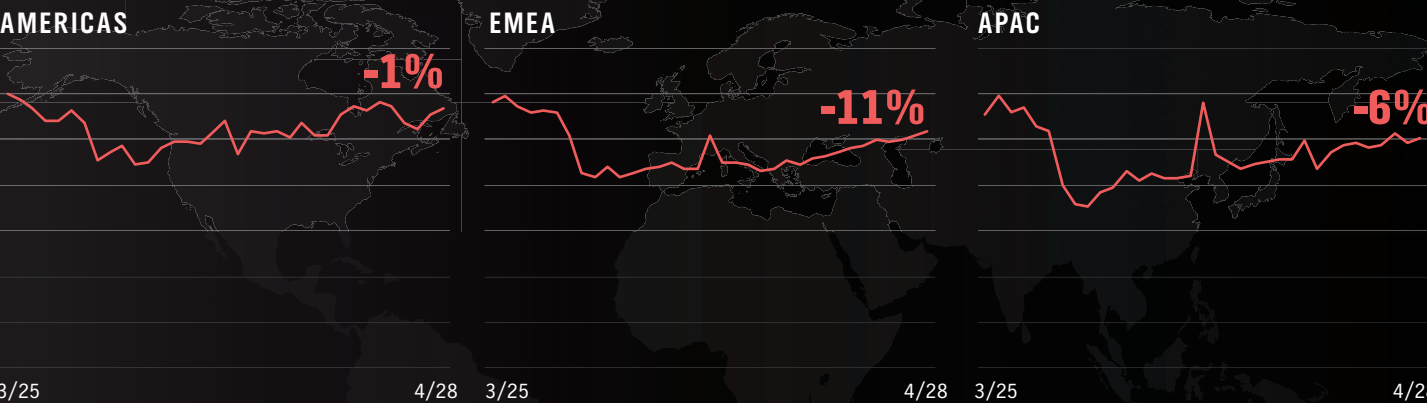


AD SPEND CHANGE BY ADVERTISER CATEGORY – INCREASES



TRENDS BY REGION

Month-over-Month: March 25-31 vs. April 22-28



AD SPEND BY FORMAT

