

Mobile Impressions Generator (M.I.G.) Example

DMA: SACRAMENTO

FLEET ASSUMPTIONS

Vehicles per DMA	128
Hours per Day	8.0
Days per Week	5.0
Weeks per Year	50.0
Total Vehicle Hours/Month	21,333

VALUATION METRICS

Showing/Gross Rating	62
CPM	\$0.38
Monthly Impressions per Vehicle	435,433
Daily Impressions per Vehicle	20,097

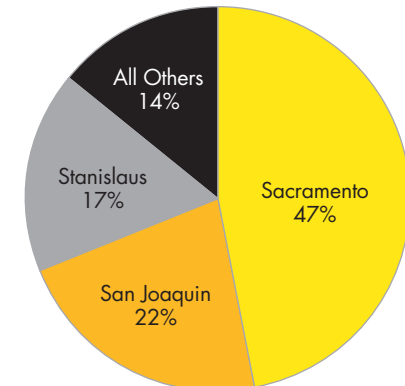
TOTAL IMPRESSIONS

Monthly Impressions (18+)	55,735,467
Weekly Impressions (18+)	12,862,031
Daily Impressions (18+)	2,572,406

EXPENSES

Number of Vehicles	128
Average Price per Vehicle	\$2000
Campaign Length (months)	12
Total Costs	\$256,000

COUNTY IMPRESSION MIX



SOURCE: All traffic data from U.S. Dept. of Transportation – 2007 DVMT by county; Population data from U.S. Census Bureau, 2008 estimates