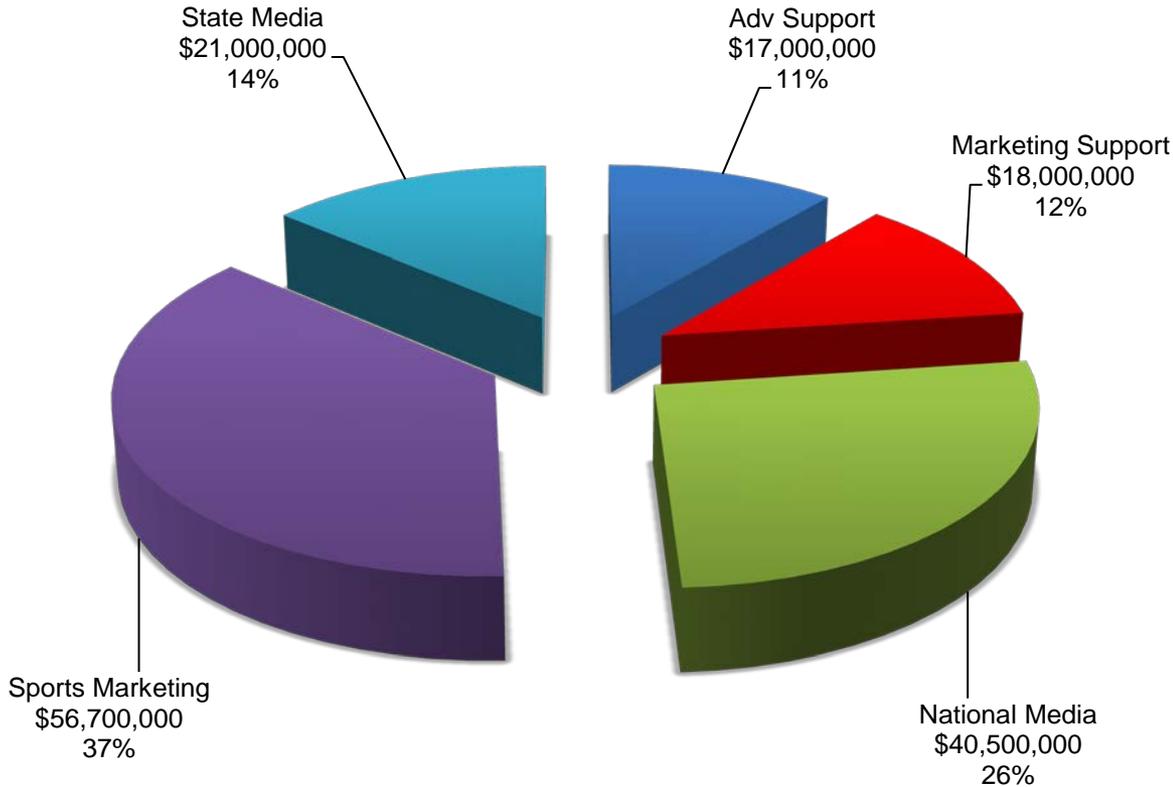




Current Cost Allocation By Category

Cost Allocation By Category

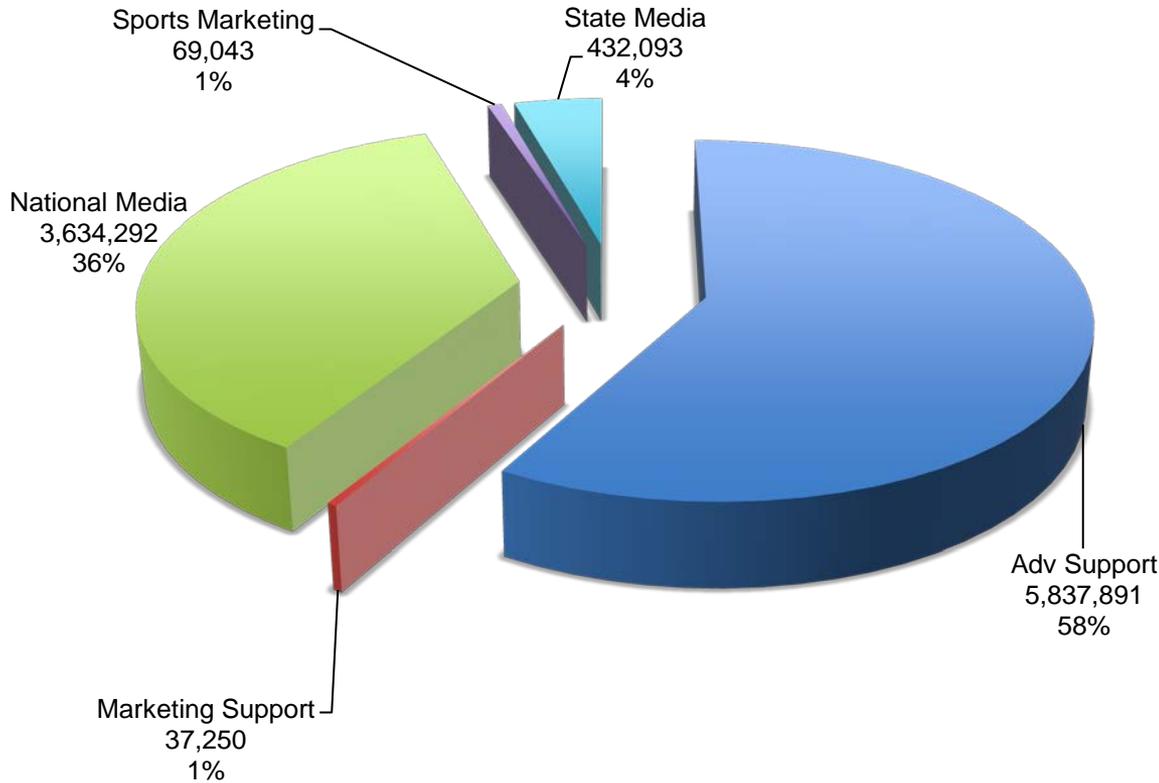


Program
GX Magazine (Retention Mailer)
NG.com / 800-Go-Guard
Social Media
SRSC (Visual Information Products)
Mobile Event Team (MET)
Mission Zone (RPI's)
NCSA (TV/Radio PSAs)
Paid Media
Theater Advertising
Direct Mail
MaxPreps (HS Sports online media)
Action Sports
HS Player Development (Youth Camps)
Indy Racing League (IRL)
NASCAR
SMSP (State Media Services)
MOS Jobs Program
TOTAL: \$153.2M (VAMP, FARC, VIRS)



Engagements

Engagements by Category



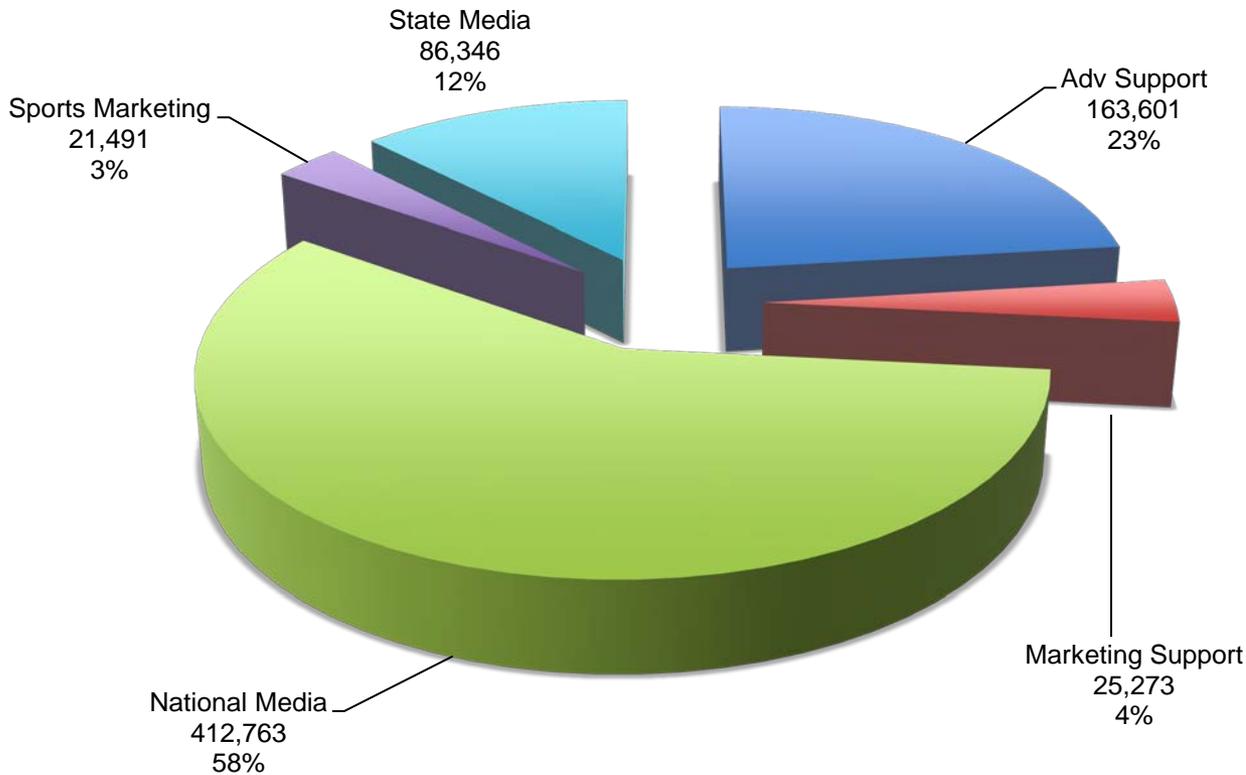
Program

GX Magazine (Retention Mailer)
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Social Media
SRSC (Visual Information Products)
Mobile Event Team (MET)
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NCSA (TV/Radio PSAs)
Paid Media
Theater Advertising
Direct Mail
MaxPreps (HS Sports online media)
Action Sports
HS Player Development (Youth Camps)
Indy Racing League (IRL)
NASCAR
SMSP (State Media Services)
MOS Jobs Program



Lead Generation

Leads by Category



Program
GX Magazine (Retention Mailer)
NG.com / 800-Go-Guard
Social Media
SRSC (Visual Information Products)
Mobile Event Team (MET)
Mission Zone (RPI's)
NCSA (TV/Radio PSAs)
Paid Media
Theater Advertising
Direct Mail
MaxPreps (HS Sports online media)
Action Sports
HS Player Development (Youth Camps)
Indy Racing League (IRL)
NASCAR
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MOS Jobs Program