




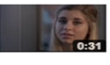





**Rotary Digital Campaign Results 2.2-4.3.15**

Site	Size	Planned Impressions	Delivered Impressions	% Delivery	Avg CPM	Clicks	CTR	Avg CPC	Total Cost	% Viewable
Google Display	300x250	675,000	2,759,335	409%	\$0.82	7,406	0.23%	\$0.31	\$2,273.87	48%
ADN.com	300x250 Paid	375,000	657,612	114%	\$10.20	517	0.07%	\$7.40	\$3,825.00	49%
	300x250 Bonus	200,000								

**YouTube**

Video	Views	Video Played to:				Unique viewers	Impressions	View Rate	Avg. CPV	Total cost	Clicks	CTR	Avg. CPM
		25%	50%	75%	100%								
	2,416	44%	22%	16%	14%	2,314	21,030	11.49%	\$0.16	\$380.13	75	0.36%	\$18.08
	1,176	41%	19%	15%	12%	1,048	13,227	8.89%	\$0.15	\$180.22	35	0.26%	\$13.63
	1351	35%	19%	15%	12%	1,313	13,278	10.17%	\$0.16	\$213.04	33	0.25%	\$16.04
	2273	36%	21%	17%	14%	2,189	17,762	12.80%	\$0.16	\$355.67	51	0.29%	\$20.02
	673	42%	21%	17%	13%	630	8,694	7.74%	\$0.15	\$101.51	29	0.33%	\$11.68
	900	50%	24%	19%	15%	870	9,293	9.68%	\$0.16	\$145.07	40	0.43%	\$15.61
	527	44%	24%	19%	17%	454	6,262	8.42%	\$0.16	\$86.35	29	0.46%	\$13.79
	332	40%	22%	18%	15%	304	5,463	6.08%	\$0.16	\$53.17	12	0.22%	\$9.73
	314	41%	22%	17%	13%	301	5,762	5.45%	\$0.16	\$51.39	11	0.19%	\$8.92
<b>Total:</b>	<b>9,962</b>	<b>41%</b>	<b>21%</b>	<b>16%</b>	<b>14%</b>	<b>9,423</b>	<b>100,771</b>	<b>9.89%</b>	<b>\$0.16</b>	<b>\$1,566.55</b>	<b>315</b>	<b>0.31%</b>	<b>\$15.55</b>