

RADIO AUCTION RESULTS

We have advertisers from all industries utilising our marketplaces with budgets ranging from £2,500 - £100,000 per week. Below are actual advertiser results (and cost savings) with criteria tailored to their campaign.

| Campaign: Charity | |
|--------------------------|------------------|
| Demo | ABC1 |
| Region | Any Region |
| Days | Mon-Sun |
| Dayparts | BF, Mid, Aft, PM |
| Budget | £91,595.67 |
| Winning amt | £91,588.55 |
| # of spots | 2679 |
| CPT ceiling | £1.20 |
| Actual CPT | £0.79p |
| Total Impacts | 87,605,000 |

| Campaign: Insurance | |
|----------------------------|------------------|
| Demo | Adults 20+ |
| Region | Any Region |
| Days | Mon-Sun |
| Dayparts | BF, Mid, Aft, PM |
| Budget | £20,100 |
| Winning amt | £20,094 |
| # of spots | 1248 |
| CPT ceiling | £1.20 |
| Actual CPT | £0.83p |
| Total Impacts | 24,301,000 |

| Campaign: Technology | |
|-----------------------------|------------------|
| Demo | All Adults |
| Region | Any Region |
| Days | Mon-Sun |
| Dayparts | BF, Mid, Aft, PM |
| Budget | £17,000.00 |
| Winning amt | £16,939.46 |
| # of spots | 604 |
| CPT ceiling | £1.30 |
| Actual CPT | £0.78p |
| Total Impacts | 26,097,000 |