

# Forecast of Gross Ad Sales - XYZ Corporation

Prepared by: Hip Filter Media, August 2009

	Site 1	Site 2	Site 3	Site 4	Site 5	Site 6	Site 7	Site 8	Site 9	Site 10	Site 11	Site 12	Site 13	Site 14
Cutover Date of Theater	Nov-09	Feb-10	Feb-10	Sep-09	Nov-09	Mar-10	Not Cutting	Apr-10	Mar-10	Feb-10	May-10	Jan-10	Dec-09	Feb-10
Economic Level	Med	Med	Med	Low	Low	Med	Med	Med	Med	Med	Low	Low	Low	Low
Historical Growth	Med	Med	Med	Flat	Flat	Med	Med	Med	Med	Med	Low	Low	Low	Low
Neighborhood Sales Level	Good Candidate	Good Candidate	Good Candidate	No Sales Likely	Poor Candidate	Med Candidate	Med Candidate	Med Candidate	Good Candidate	Med Candidate	Good Candidate	Good Candidate	Med Candidate	Good Candidate
Competitive Landscape	Low Competition	Low Competition	Med Competition	Med Competition	Med Competition	Low Competition	Med Competition	Med Competition	Med Competition	Med Competition	Low Competition	Low Competition	Med Competition	Low Competition
Theater Location	Excellent Location	Medium Location	Medium Location	Poor Location	Poor Location	Medium Location	Medium Location	Medium Location	Excellent Location	Medium Location	Medium Location	Medium Location	Medium Location	Medium Location
Attendance Level	High	Average	Average	Low	Low	Average	Average	Average	Average	Average	Average	Average	Average	Average
Avg Ad Price (15 Sec)	\$699.00	\$699.00	\$599.00	\$399.00	\$399.00	\$499.00	\$499.00	\$699.00	\$899.00	\$499.00	\$499.00	\$399.00	\$499.00	\$599.00
Average Neighborhood Price	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00
4Q09	\$0.70	\$0.00	\$0.00	\$1.20	\$0.40	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
1Q10	\$4.19	\$0.70	\$0.60	\$2.79	\$1.60	\$0.00	\$0.00	\$0.00	\$0.00	\$0.50	\$0.00	\$0.40	\$2.00	\$0.60
2Q10	\$18.18	\$5.89	\$5.19	\$5.99	\$4.39	\$2.99	\$0.00	\$2.10	\$6.39	\$3.49	\$0.50	\$4.59	\$5.99	\$4.59
3Q10	\$36.86	\$20.18	\$18.58	\$7.58	\$7.18	\$6.99	\$0.00	\$7.69	\$21.58	\$10.98	\$3.99	\$15.38	\$16.47	\$17.98
4Q10	\$27.07	\$23.97	\$21.97	\$5.99	\$6.98	\$9.98	\$0.00	\$11.48	\$26.17	\$13.98	\$10.48	\$17.57	\$15.98	\$20.77
2010 TOTAL	\$86.29	\$50.74	\$46.34	\$22.34	\$20.15	\$19.96	\$0.00	\$21.27	\$54.14	\$28.95	\$14.97	\$37.94	\$40.43	\$43.94
1Q11	\$23.97	\$21.87	\$20.17	\$5.59	\$8.58	\$13.48	\$0.00	\$16.88	\$25.27	\$15.48	\$17.48	\$15.98	\$14.48	\$18.98
2Q11	\$27.86	\$25.77	\$22.77	\$7.18	\$8.18	\$19.97	\$0.00	\$24.07	\$30.57	\$19.47	\$19.47	\$17.37	\$17.97	\$21.57
3Q11	\$41.65	\$39.55	\$36.15	\$8.78	\$16.77	\$25.96	\$0.00	\$30.86	\$45.15	\$25.46	\$32.46	\$29.96	\$22.97	\$34.96
4Q11	\$33.16	\$31.06	\$28.16	\$7.18	\$13.18	\$20.47	\$0.00	\$24.37	\$35.66	\$19.97	\$24.97	\$22.97	\$18.47	\$26.97
2011 TOTAL	\$126.64	\$118.25	\$107.26	\$28.73	\$46.71	\$79.87	\$0.00	\$96.18	\$136.65	\$80.38	\$94.37	\$86.27	\$73.89	\$102.47
1Q12	\$29.46	\$27.37	\$24.57	\$6.38	\$11.38	\$17.97	\$0.00	\$21.67	\$31.77	\$17.47	\$21.47	\$19.57	\$15.98	\$23.37
2Q12	\$29.96	\$27.86	\$25.16	\$8.38	\$9.38	\$21.47	\$0.00	\$26.87	\$33.26	\$21.47	\$21.47	\$18.97	\$19.47	\$23.97
3Q12	\$44.75	\$42.65	\$38.35	\$9.18	\$18.17	\$27.46	\$0.00	\$32.26	\$48.85	\$26.46	\$34.95	\$32.15	\$24.96	\$37.75
4Q12	\$37.65	\$35.56	\$31.56	\$8.38	\$15.37	\$22.96	\$0.00	\$27.17	\$41.16	\$21.97	\$28.46	\$25.96	\$20.47	\$30.96
2012 TOTAL	\$141.82	\$133.43	\$119.64	\$32.32	\$54.30	\$89.86	\$0.00	\$107.96	\$155.03	\$87.36	\$106.35	\$96.65	\$80.87	\$116.05
	Site 1	Site 2	Site 3	Site 4	Site 5	Site 6	Site 7	Site 8	Site 9	Site 10	Site 11	Site 12	Site 13	Site 14
2010 TOTAL	\$86.29	\$50.74	\$46.34	\$22.34	\$20.15	\$19.96	\$0.00	\$21.27	\$54.14	\$28.95	\$14.97	\$37.94	\$40.43	\$43.94
2011 TOTAL	\$126.64	\$118.25	\$107.26	\$28.73	\$46.71	\$79.87	\$0.00	\$96.18	\$136.65	\$80.38	\$94.37	\$86.27	\$73.89	\$102.47
2012 TOTAL	\$141.82	\$133.43	\$119.64	\$32.32	\$54.30	\$89.86	\$0.00	\$107.96	\$155.03	\$87.36	\$106.35	\$96.65	\$80.87	\$116.05

XYZ Corp	
2010 TOTAL	\$487.46
2011 TOTAL	\$1,177.65
2012 TOTAL	\$1,321.63

