

Digital

| MEDIA TYPE | CPM | BUDGET | GUARANTEED IMPRESSIONS |
|-----------------|---------|------------|------------------------|
| Banner | \$10.00 | \$1,000.00 | 100,000 |
| Pre-Roll Videos | \$28.00 | \$3,000.00 | 107,143 |

Our Media Math Formula

$$\text{IMPRESSIONS} = \frac{\text{Budget}}{\text{CPM}/100}$$