

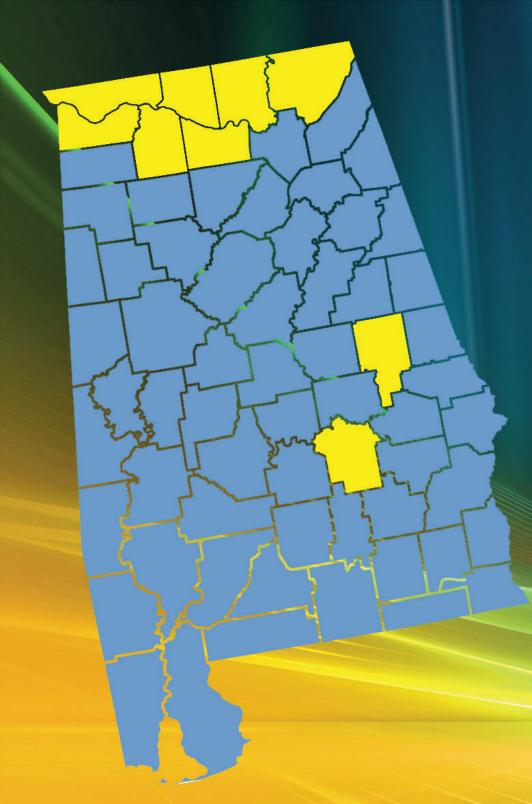


onmedia GROUP....

Consumers Email Addresses ages 34-65

HUNTSVILLE & MADISON CO. (SURROUNDING CITIES & LIMESTONE CO.)

ZIP CODE	AVERAGE HOUSEHOLD INCOME	COUNT
35749 (includes cities of Harvest, F	\$89,732 Huntsville, & Limestone Co.)	1,919
35756 (includes cities of Huntsville,	\$78,830 Madison, Triana, & Athens)	1,000
35757 (includes cities of Huntsville,	\$95,882 Madison, & Limestone Co.)	1,224
35758 (includes cities of Huntsville a	\$106,808 and Madison)	3,245
35761 (includes cities of Hazel Gree	\$73,083 n, Moores Mill, New Market)	898
35762 (include the city of Normal)	P.O. BOX	12
35801 35802	\$88,079 \$87,461	1,285 1,164
35803 35804	\$89,163 P.O. BOX	2,012 34
35805 (includes cities of Redstone A	\$29,995 Arsenal and Huntsville)	1,219
35806	\$87,238	1,335
35810 (includes cities of Huntsville a	\$46,992 and Moores Mill)	3,349
35811 (includes cities of Huntsville a	\$73,489	2,351
35816	\$35,707	852
Misc.		<u>1,707</u>
Total		23,606





SPEAKIN' OUT NEWS VISITOT Statistics Traffic statistics are generated and processed at BizLand.

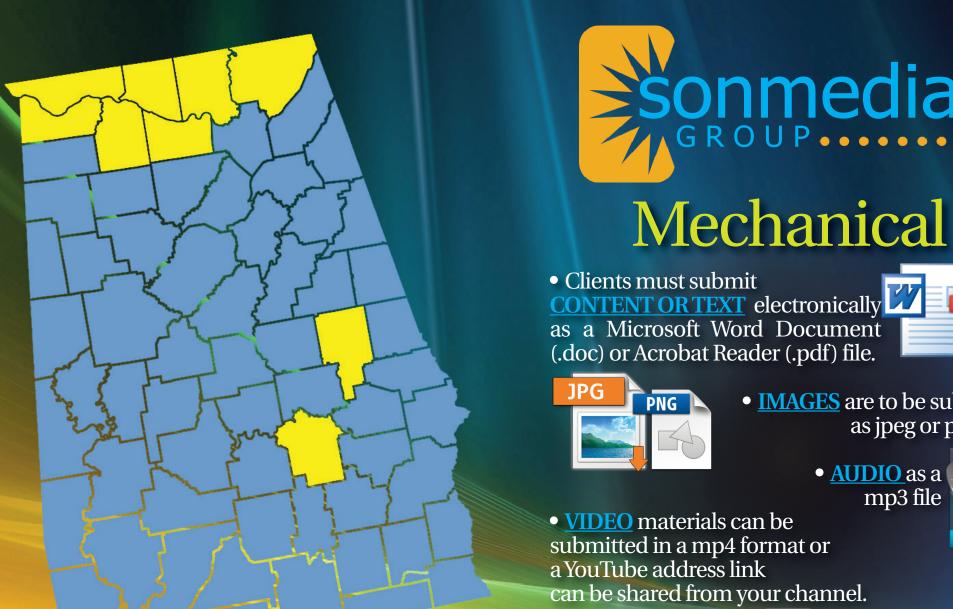
MONTHLY STATI	STICS FOR AUGUST 2017	MONTHLY STAT	MONTHLY STATISTICS FOR APRIL 2017					
Total Hits	21678	Total Hits	17623					
Total Files	5687	Total Files	5012					
Total Pages	6094	Total Pages	4553					
Total Visits	3472	Total Visits						
MONTHLY STATE	STICS FOR JULY 2017	MONTHLY STATISTICS FOR MARCH 2017						
Total Hits	17763	Total Hits	18755					
Total Files		Total Files						
Total Pages		Total Pages						
Total Visits	3487	Total Visits						
MONTHLY STATE	STICS FOR JUNE 2017	MONTHLY STAT	STICS FOR FEBRUARY 2017					
Total Hits	21121	Total Hits	17184					
Total Files	5436	Total Files						
Total Pages		Total Pages						
Total Visits	3292	Total Visits						
MONTHLY CTATE	CTIOC FOR MAY 2017	MONTHLY CTAT	ICTION FOR IMMUNDV 2017					
-	STICS FOR MAY 2017		ISTICS FOR JANUARY 2017					
Total Hits	19422	Total Hits						
Total Files	6157	Total Files						
Total Pages	5792	Total Pages	4444					
Total Visits	3737	Total Visits	3321					

Email Case Studies

Speakin' Out News for the below clients created marketing eblasts filled with interesting graphics and videos, designed for desktop and mobile devices. We wanted our emails to contain a meaningful call-to-action from customers.

EMAIL CAMPAIGN	<u>#E-BLASTS</u>	<u>SENT</u>	<u>VIEWED</u>	<u>CLICKS</u>	<u>OPENED</u>	<u>%VIEWED</u>	%CLICKS	%OPENED
#1 - Re-Election of Huntsville Mayor Tommy Battle ELECTED http://www.speakinoutweeklynews.com/so/5LQp4UCK#/main Campaign used both graphics and video to market message. Client targeted specific zip codes in the city of Huntsville.	3	11,000	2,510	251	1,470	22.8%	2.28%	13.3%
#2 - Election of Madison Mayor Paul Finley **IFCTED** http://www.speakinoutweeklynews.com/so/8LQpF5Ui#/main Campaign used both graphics and video to market message. Client targeted specific zip codes in the city of Madison.	3	6,400	2,958	372	1832	46.2%	5.8%	28.6%
#3 - Town Hall Meeting The Affordable Care Health Act http://www.speakinoutweeklynews.com/so/2LkXKV3H#/main TMC campaign used only graphics, but interacted with SON customers by using an event attendance survey. Fifty (50) SON customers responded and completed the event survey.	2 ers	22,800	8,400	347	4800	21.1%	1.5%	21.1%
#4 - Valley Arts and Entertainment "A Tribute to Great Divas" http://www.speakinoutweeklynews.com/so/OLXaH2qZ#/mainn TMC campaign used only graphics.	2	23,700	6,100	213	3900	25.7%	0.9%	16.5%
#5 - Harris Home for Children "KOOL & THE GANG" Charity Event http://www.speakinoutweeklynews.com/so/4LklVscn#/main TMC campaign used only graphics.	1	22,700	2,300	221	1,500	10.1%	1.0%	6.6%
#6 - Dr. Will Boyd for Congress http://www.speakinoutweeklynews.com/so/2LU8AU#/main TMC campaign used both graphics and video.	1	24,100	4,000	297	2,300	16.6%	1.2%	9.5%
#7 - Tennessee Valley Jazz Society - "Pianist Philippe LeJeune" http://www.speakinoutweeklynews.com/so/bLooJDqY#/main TMC campaign only used graphics.	1	22,500	612	56	412	2.72%	0.25%	1.8%

TRENDS: Since 2016, Speakin' Out News has observed that email campaigns that consisted of <u>VIDEOS</u> had a higher response from our customers. Also the number of eblast frequency, being repetitous and exposing our customers to the same message also yielded a high return. In email <u>CASE STUDY #3</u>, our customers responded to the topic about healthcare, with 8400 emails viewed and 4,800 emailed opened. This concludes that our customers are concerned about their quality and maintanence of health. Therefore, Publix can seriously target African Americans with prevention, wellness, pharmacy, nutrition and recipe videos, and other health related services.







• **IMAGES** are to be submitted as jpeg or png files.







Please make checks payable to:

SPEAKIN' OUT NEWS

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(For your convenience, we also accept ALL major credit cards)