



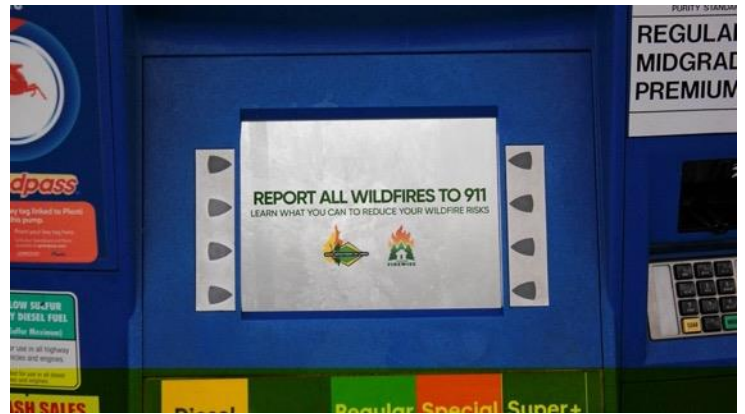
# CAMPAIGN REPORT IDAHO DEPT OF LANDS

IO08183

## PROOF OF PERFORMANCE REPORT

DATE	6/7/23
CLIENT	Idaho Department of Lands   Q2-2023 (Fire Prevention)
REPORTING DATE	4/10/23 – 5/31/23

CLIENT	Idaho Department of Lands   Q2-2023 (Fire Prevention)
MEDIA/ CREATIVE AGENCY	Client Direct
MARKET(S)	Select Markets
FLIGHT START/ END DATE	4/10/23 – 10/31/23
SPOT LENGTH	:15



**REPORTING DATES (4/10/23 – 5/31/23)**

Market	Contracted IMPs	Delivered IMPs	IMPs Difference	% Difference
Billings MT	71,979	119,997	48,018	167%
Boise ID	57,767	103,299	45,533	179%
Butte-Bozeman MT	138,397	196,445	58,047	142%
Great Falls MT	64,880	110,443	45,563	170%
Helena MT	54,065	83,925	29,860	155%
Idaho Falls-Pocatello ID	148,606	225,633	77,027	152%
Missoula MT	141,754	252,271	110,517	178%
Salt Lake City UT	168,980	240,403	71,423	142%
Spokane WA	249,094	408,468	159,373	164%
Twin Falls ID	62,932	98,073	35,141	156%
Yakima-Pasco-Richland-Kennewick WA	176,590	263,391	86,801	149%
<b>TOTAL</b>	<b>1,335,045</b>	<b>2,102,348</b>	<b>767,303</b>	<b>157%</b>

## SUMMARY

IMPRESSIONS CONTRACTED TO DATE	1,335,045
IMPRESSIONS DELIVERED TO DATE	2,102,348
IMPRESSIONS DIFFERENCE TO DATE	+ 767,303

## GSTV CONTACTS

SALES ACCOUNT EXECUTIVE	Michael Sullivan – <a href="mailto:Michael.Sullivan@gstv.com">Michael.Sullivan@gstv.com</a>
ACCOUNT MANAGER	Chris Ferrara – <a href="mailto:chris.ferrara@gstv.com">chris.ferrara@gstv.com</a>
ACCOUNTING	Christopher Esper <a href="mailto:Christopher.Esper@gstv.com">Christopher.Esper@gstv.com</a>

## CERTIFICATION AFFIDAVIT

I, Sean McCaffrey, President & CEO of GSTV, do hereby declare and affirm that, to the best of my knowledge, information and belief, the attached Proof of Performance is true, correct and complete as of the date hereof.



6/7/23

SIGNED

DATE