

Exhibit A – Cost Comparison

Vendor	Media Management Fee	Reporting Fee	CPM	SEO Management
Pyro	\$1,900 - 2,100/month	\$5,500/quarter	\$4.50 average	\$14,250 for 3 months
Cumulus Media	Will not Disclose	\$0	\$8 flat rate	\$700/month
Ballyhoo Media	\$525-1,550/month	\$0	\$3-8 (dynamic CPM)	\$800/month

EXPLANATION:

Digital Management Fees are fees assessed to search campaigns or PPC pay per click advertising. They are typically either a percentage of the media buy or a flat fee ranging from \$500 - \$5,000 per month

Reporting Fee:

Pyro charged us on a quarterly basis to analyze the campaign results against our website analytics so that we could continue to optimize our campaign

Cumulus Media offers access to a dashboard for reporting as a part of their \$8 flat rate for CPM but says their fees are proprietary and will not disclose what percentage of that flat rate is their fee.

Ballyhoo provides monthly reporting via presentation and phone call as a part of the media management fee.

CPM – Cost per Mille Impressions (Mille is French for thousand)

CPM costs can range from \$2 - \$17, depending on the market category.

SEO Management – Search Engine Optimization

Search engine optimization is critical to a websites ability to rank high within search engine results. People are most likely to click on one of the top 5 results when they search for something. Search engines pull these results but crawling the content of websites and providing users with the most relevant results. If the content on a site is not well organized, well written or related to the common key words, it will likely not rank very high. Monthly SEO management of the Discover site improves the organic traffic to the site, but also improves the overall performance of the site for users.

EXHIBIT B – Performance Comparison

	PYRO Q1 - 2018	Ballyhoo Q1 - 2019
Budget Used	\$9,578	\$11,670
Impressions	833,630	1,785,948
Clicks	6,168	17,212
Cost Per Click (CPC)	\$2.27	\$0.68
Demo/Rebuild Form Completions	NA	88
Media Management Fees	\$2,100/month	\$1,550/month

Additional Information:

Q1 is typically a slow period for activity for the campaign as there are not any special events to promote. The campaign primarily focused in on the Demo/Rebuild program during this period.

Demo/Rebuild Form Completions – An inquiry form was added to the Demo/Rebuild web page in March 2018 to offer users a way to reach out about the program. It is a great way to gain leads for potential applicants and to track the effectiveness of the campaign. When a form is received, a staff member follows up with the individual to see if they are a candidate for the program. In all of 2018 we only had 70 form competitions. In the first three months of 2019, with Ballyhoo, we had 88 form competitions.