

The graph illustrates the relationship between Impression and Frequency. The Y-axis represents Impression, and the X-axis represents Frequency. Two curves are plotted: a green curve for 'Impression vs. Frequency' and a red curve for 'Frequency vs. Impression'. The graph is divided into four quadrants by a horizontal line at Impression = 1 and a vertical line at Frequency = 1. The quadrants are labeled as follows:

- Top-Left (Impression > 1, Frequency < 1): Impression > Frequency
- Top-Right (Impression > 1, Frequency > 1): Impression < Frequency
- Bottom-Left (Impression < 1, Frequency < 1): Impression > Frequency
- Bottom-Right (Impression < 1, Frequency > 1): Impression < Frequency

The curves are labeled: 'Impression vs. Frequency' (green) and 'Frequency vs. Impression' (red).