



Media Authorization

WV Lottery

FY 2020 Allocations | 07/01/2019 - 06/30/2020 | USD 2,622,825.00

Digital Relativity

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Placement Name	Product	Channel	Ad Specs	Start Date	End Date	Rate		Spots	Impressions	Net Media Cost
Digital Relativity   Radio	Radio	Radio	---	07/01/2019	06/30/2020	USD 190,041.00 FLAT	Net	---	---	\$ 190,041.00
Digital Relativity   Sponsorships	Sponsorships	---	---	07/01/2019	06/30/2020	USD 328,900.00 FLAT	Net	---	---	\$ 328,900.00
Digital Relativity   Transit	Transit	---	---	07/01/2019	06/30/2020	USD 15,000.00 FLAT	Net	---	---	\$ 15,000.00
Digital Relativity   Newspaper Digital	Newspaper Digital	Online Display	---	07/01/2019	06/30/2020	USD 240,408.00 FLAT	Net	---	20,122,000	\$ 240,408.00
Digital Relativity Package	---	---	---	07/01/2019	06/31/2020	USD 817,369.20 FLAT	Net	---	---	\$ 817,369.20
Digital Relativity   TV Digital	TV Digital	Online Display	---	07/01/2019	06/30/2020	---	---	---	30,410,554	\$ 230,329.95
Digital Relativity   Football 2019	Football 2019	Television	It Happened for Reals, I Saw Nothing, I Have Powers	08/01/2019	02/02/2020	---	---	697	---	\$ 142,039.25
Digital Relativity   I Have Powers	I Have Powers	Television	Have plan run through 3/14 so Scratch can start	01/01/2020	03/14/2020	---	---	TBD	---	\$ 58,000.00
Digital Relativity   Proceeds	Proceeds	Television	---	01/08/2020	03/07/2020	---	---	TBD	---	\$ 91,000.00
Digital Relativity   Basketball/March Madness 2020	Basketball/March Madness	Television	Perfect Bracket/Just Scratch	03/15/2020	04/06/2020	---	---	TBD	---	\$ 60,000.00
Digital Relativity   Just Scratch It	Just Scratch It	Television	---	04/01/2020	05/03/2020	---	---	TBD	---	\$ 41,000.00
Digital Relativity   Sassy Ain't a Thang	Sassy Ain't a Thang	Television	---	05/04/2020	06/30/2020	---	---	TBD	---	\$ 55,000.00
Digital Relativity   Fireball What	Fireball What	Television	---	07/01/2020	08/31/2020	---	---	TBD	---	\$ 60,000.00
Digital Relativity   Jackpot Alerts	Jackpot Alerts	Television	---	07/01/2019	06/30/2020	---	---	TBD	---	\$ 80,000.00
Digital Relativity Package	---	---	---	07/01/2019	06/30/2020	USD 581,821.00 FLAT	Net	---	---	\$ 581,821.00
Digital Relativity   Billboards	Billboards	---	---	07/01/2019	06/30/2020	---	---	---	---	\$ 387,000.00
Digital Relativity   Billboard Renewals	Billboard Renewals	---	---	07/01/2019	06/30/2020	---	---	---	---	\$ 160,000.00
Digital Relativity   Creative Changes	Creative Changes	---	---	07/01/2019	06/30/2020	---	---	---	---	\$ 10,000.00
Digital Relativity   Sunshine Lease	Sunshine Lease	---	---	07/01/2019	06/30/2020	---	---	---	---	\$ 16,415.00
Digital Relativity   Sunshine Modum Changes	Sunshine Modum Changes	---	---	07/01/2019	06/30/2020	---	---	---	---	\$ 8,406.00
Digital Relativity Package	---	---	---	07/01/2019	06/30/2020	USD 168,054.00 FLAT	Net	---	---	\$ 168,054.00
Digital Relativity   CTV	CTV	Video	---	07/01/2019	06/30/2020	---	---	---	657,750	\$ 23,850.00
Digital Relativity   Display	Display	Online Display	---	07/01/2019	06/30/2020	---	---	---	3,133,000	\$ 33,197.00
Digital Relativity   Facebook Video	Facebook Video	Video	---	07/01/2019	06/30/2020	---	---	---	6,838,500	\$ 33,850.00
Digital Relativity   Pre-Roll	Pre-Roll	Video	---	07/01/2019	06/30/2020	---	---	---	7,067,500	\$ 33,850.00
Digital Relativity   Geofencing	Geofencing	Online Display	---	07/01/2019	06/30/2020	---	---	---	N/A	\$ 38,807.00
Digital Relativity   Facebook Timeline	Facebook Timeline	Online Display	---	07/01/2019	06/30/2020	---	---	---	1,200,000	\$ 4,500.00
Digital Relativity   Contingency	Contingency	---	---	07/01/2019	06/30/2020	USD 281,231.80 FLAT	Net	---	---	\$ 281,231.80
1 program, 26 placements									36,814,000 +	\$ 2,622,825.00

Client Approval

Date

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