

APPENDIX II – 44

July 2016 Recap on KVOA.com

Product	Impressions Sold	Impressions Served	Clicks	CTR	National CTR Ave
KVOA ROS	40,000	40,009	27	0.07%	.045%
KVOA Pre-Roll	3,500	3,505	20	.57%	.7%
TOTAL	43,500	43,514	47	.1%	

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August 2016 Recap on KVOA.com

Product	Impressions Sold	Impressions Served	Clicks	CTR	National CTR Ave
Wallpaper		5,359	61	1.14%	.04%
Weather Tile		5,786	1	.02%	
Mobile	1,000	1,009	4	.40%	.11%
KVOA Pre-roll	4,000	4,001	56	1.40%	.7%
KVOA ROS	40,000	42,009	32	.08%	.045%
TOTAL	45,000	58,164	154	.26%	

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November 2016 Recap

Product	Impressions Sold	Impressions Served	Clicks	CTR	National CTR Ave
Wallpaper		4,726	64	1.35%	.04%
KVOA Pre-roll	5,000	5,000	69	1.38%	.7%
KVOA ROS	100,000	104,997	76	.07%	.045%
TOTAL	105,000	114,723	209	.19%	

November	Impressions Sold	Impressions Served	Clicks	CTR	National CTR Ave
Targeted Display	250,000	251,010	430	.17%	.04%



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December 2016 Recap

Product	Impressions Sold	Impressions Served	Clicks	CTR	National CTR Ave
Wallpaper		4,469	111	2.48%	.04%
KVOA Pre-roll	5,000	5,003	69	1.38%	.7%
KVOA ROS	100,000	104,999	71	.07%	.045%
TOTAL	105,000	114,471	251	.22%	

December	Impressions Sold	Impressions Served	Clicks	CTR	National CTR Ave
Targeted Display	250,000	250,007	405	.16%	.04%



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January 2017 Recap on KVOA.com

Product	Impressions Sold	Impressions Served	Clicks	CTR	National CTR Ave
Wallpaper		5,314	79	1.49%	.04%
KVOA ROS	50,000	52,375	47	.09%	.045%
TOTAL	50,000	57,689	126	.22%	



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February 2017 Recap on KVOA.com

Product	Impressions Sold	Impressions Served	Clicks	CTR	National CTR Ave
KVOA ROS	60,000	63,024	39	.06%	.045%

February	Impressions Sold	Impressions Served	Clicks	CTR	National CTR Ave
Targeted Display	100,000	99,995	208	.21%	.04%