

Appendix C7: Internet Placements

Ad Name	Brand Advertised	Ethnicity*	Medium Name	Medium Location	Ad Date or Flight Date(s)	IMPRESSIONS (000)		Data Source and Date
						21+	20-	
Beer banner	Old Boatsman Beer	0	CNN.com	National	Jul. 2011	5,264	345	comScore 2+ Average Data for 06/11
Mix it!	Blended Tequila	0	Facebook.com	National	Mar 24-31, 2011	6,714	0	Ad directed to Facebook.com database of registered users 21+

* 0 = not primarily targeted to African Americans or Hispanics, 1 = primarily targeted to African Americans, 2 = primarily targeted to Hispanics

The model data provided on the first line of this Attachment is intended to serve as an example only and is not intended to represent any specific data, or to endorse any specific data source, that the FTC expects to receive from the company.