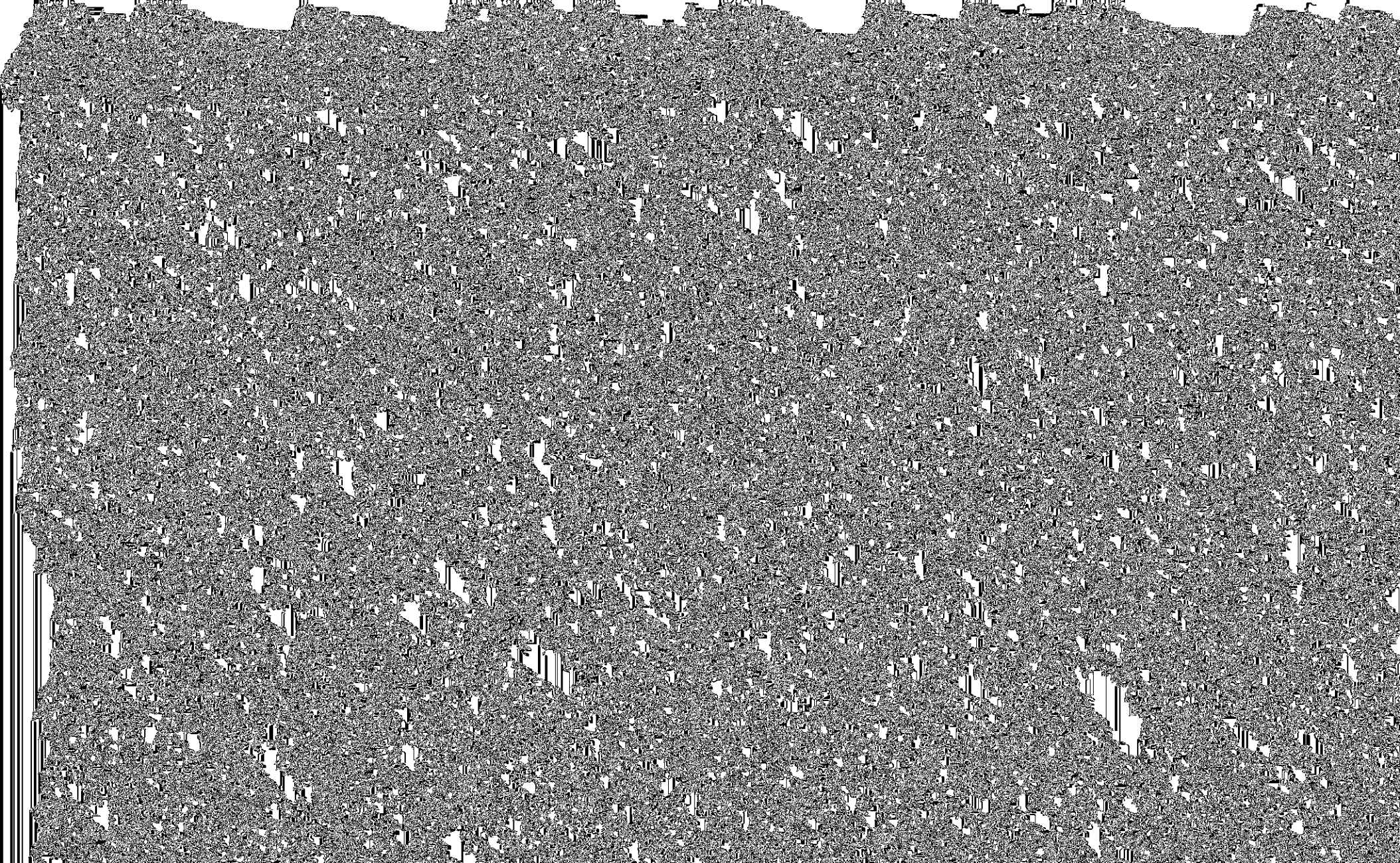


Appendix C6: Newspaper Placements

Ad Name	Brand Advertised	Ethnicity*	Medium Name	Medium Location	Ad Date	IMPRESSIONS (000)		Data Source and Date
						21+	20-	
Full page standard	Basic Beer	2	San Diego Reader	San Diego, CA	04/20/11	327	25	2011 San Diego Scarborough Release Study
Print Is	Cabernet	0	The New York Times	National	02/15/11	39,000	4,000	2011 MRI data



Appendix D: Product Placements

Brand Advertised	Type of Entertainment	Title of Entertainment Vehicle	Consideration Paid in Dollar Value (000) or In-Kind Item(s)
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