

|                     |                                    | Sample Budget and Media Plan |         |          |          |         |         |          |          |       |
|---------------------|------------------------------------|------------------------------|---------|----------|----------|---------|---------|----------|----------|-------|
|                     |                                    | w/e 2/1                      | w/e 2/8 | w/e 2/15 | w/e 2/22 | w/e 3/1 | w/e 3/8 | w/e 3/15 | w/e 3/22 |       |
| DIGITAL             | Google                             |                              |         | XX       | XX       | XX      | XX      | XX       | XX       |       |
|                     | Facebook                           | XX                           | XX      | XX       | XX       | XX      | XX      | XX       | XX       |       |
|                     | Did He Like It Banner Ads          |                              | XX      |          |          |         |         |          |          |       |
|                     | Davenport Theatre Display Ad       |                              | XX      |          |          |         |         |          |          |       |
|                     | Yelp Ads/Featured Listing          |                              |         |          | XX       |         |         |          | XX       |       |
|                     | City Search Premium Listing        |                              |         |          | XX       |         |         |          | XX       |       |
| DIRECT RESPONSE     | Broadway Select Blast              |                              |         |          |          |         | XX      |          |          |       |
|                     | Eventful                           |                              |         |          |          |         |         | XX       |          |       |
|                     | SmartTix Blast                     |                              |         |          |          | XX      |         |          |          |       |
|                     | Telecharge Blast                   |                              |         |          |          |         |         |          | XX       |       |
|                     | TM Dedicated Blast                 |                              |         |          |          |         |         |          |          |       |
|                     | Broadway Box Blast                 |                              |         |          |          |         |         | XX       |          |       |
|                     | Broadway Insider Blast - Dedicated |                              |         |          |          | XX      |         |          |          |       |
|                     | Ticket Central                     |                              |         |          |          |         |         |          |          |       |
|                     | Village Voice OSV Blast            |                              |         |          | XX       |         |         |          |          |       |
|                     | TM Beyond Broadway Blast           |                              |         |          |          |         | XX      |          | TRADE    |       |
|                     | YBG Dedicated                      |                              |         |          | XX       |         |         |          |          |       |
|                     | BOB Dedicated                      |                              |         |          |          | XX      |         |          |          |       |
|                     | Stagebuddy Blast                   |                              |         |          | TRADE    |         |         |          |          |       |
| OUT-OF-HOME         | NY Waterway Display                |                              |         | XX       | XX       | XX      | XX      | XX       | XX       |       |
| PRINT               | The Trentonian - 1/2 page ad       |                              |         | TRADE    |          |         | TRADE   |          |          |       |
|                     | NYC Pocket Guide - 1/6 page ad     |                              |         |          |          |         |         |          | XX       |       |
| EXPOS/EVENTS        | Meadowlands Bridal Expo            |                              |         |          |          | XX      |         |          |          |       |
|                     | Bosco Hastings on Hudson Expo      |                              |         |          |          |         | XX      |          |          |       |
| PRODUCTION/PRINTING | NY Waterway Printing               |                              |         | XX       |          |         |         |          |          |       |
|                     | Expo Banner Printing               |                              |         | XX       |          |         |         |          |          |       |
|                     | Rack Card Printing                 |                              |         | XX       |          |         |         |          |          |       |
|                     | Window Card Printing               |                              |         | XX       |          |         |         |          |          |       |
|                     | Transportation to Bridal Expos     |                              |         |          |          | XX      | XX      |          |          |       |
|                     | production photos                  |                              |         |          |          |         |         | XX       |          |       |
|                     | Production Video                   |                              |         |          |          |         |         | XX       |          |       |
|                     | Email Marketing Monthly Fee        |                              |         |          |          |         |         |          | XX       |       |
|                     | Google Adwords Set Up/Maintenance  | XX                           | XX      | XX       | XX       | XX      | XX      | XX       | XX       | XX    |
| BUDGET              |                                    | XX                           | XX      | XX       | XX       | XX      | XX      | XX       | XX       | TOTAL |
| ACTUAL              |                                    | XX                           | XX      | XX       | XX       | XX      | XX      | XX       | XX       | XX    |
| DIFFERENCE          |                                    | XX                           | XX      | XX       | XX       | XX      | XX      | XX       | XX       | XX    |