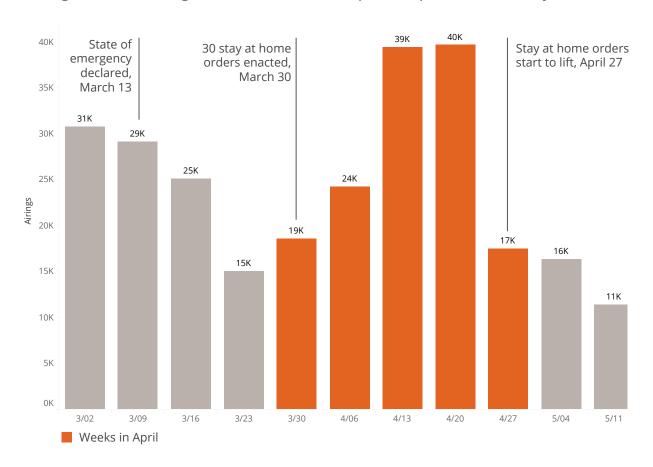


April Advertising Recap

Alcohol Increases 18% vs. March

Alcohol Brands (beer, hard seltzer, wine, and liquor) aired advertisements a collective 126,00 times in the top 50 media markets during April. This is an 18% increase over total airings from March. Airings crested during the middle weeks of April, the peak of most stay at home orders.



April Toplines - Top Advertisers

Category	Brand	Airings + Spend	Top Ad
Beer	Heineken	29,436 (+24% from March) \$6.2M (+71% from March)	HEINEKEN 0.0 GREAT TASTE JEGO GREAT TAST
Hard Seltzer	Bud Light	23,756 (+132% from March) \$2.6M (+123% from March)	Click to view ad
Wine	Stella Rosa	1,824 (+1,573% from March) \$283K (+1,778% from March)	STELLA BOSA 1.1K airings Click to view ad
Liquor	Jim Beam	5,367 (+41% from March) \$745K (+75% from March)	3.8K airings

For information about industry ad tracking, contact John Link at jlink@advertisinganalyticsllc.com