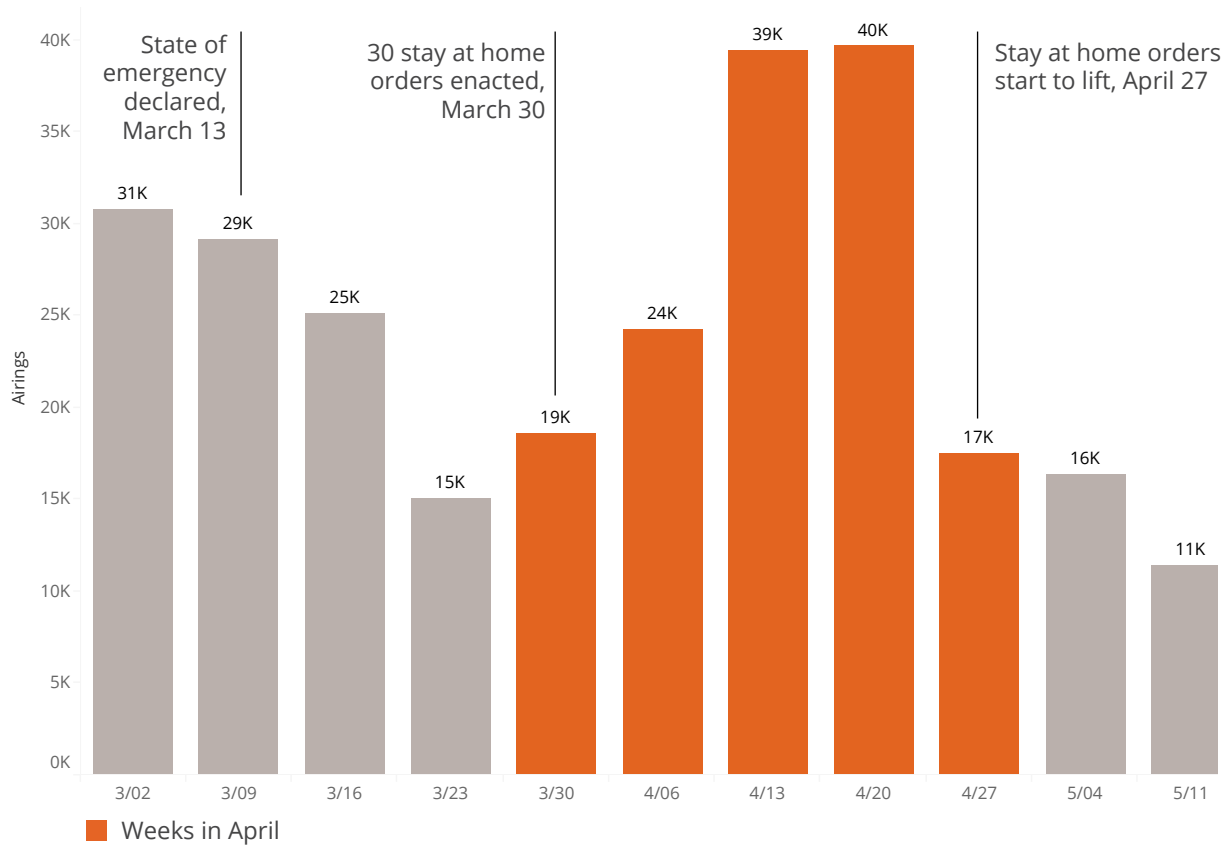






Alcohol Brands (beer, hard seltzer, wine, and liquor) aired advertisements a collective 126,000 times in the top 50 media markets during April. This is an 18% increase over total airings from March. Airings crested during the middle weeks of April, the peak of most stay at home orders.



April Toplines - Top Advertisers

Category	Brand	Airings + Spend	Top Ad
Beer	Heineken	29,436 (+24% from March) \$6.2M (+71% from March)	 11.6K airings Click to view ad
Hard Seltzer	Bud Light	23,756 (+132% from March) \$2.6M (+123% from March)	 11.9K airings Click to view ad
Wine	Stella Rosa	1,824 (+1,573% from March) \$283K (+1,778% from March)	 1.1K airings Click to view ad
Liquor	Jim Beam	5,367 (+41% from March) \$745K (+75% from March)	 3.8K airings Click to view ad