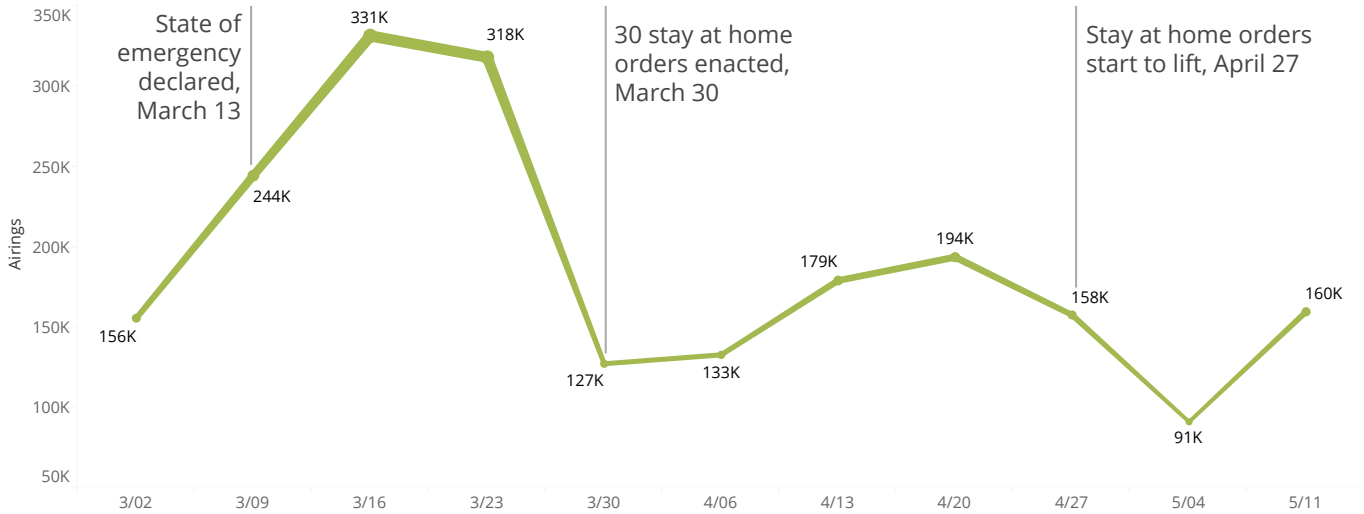
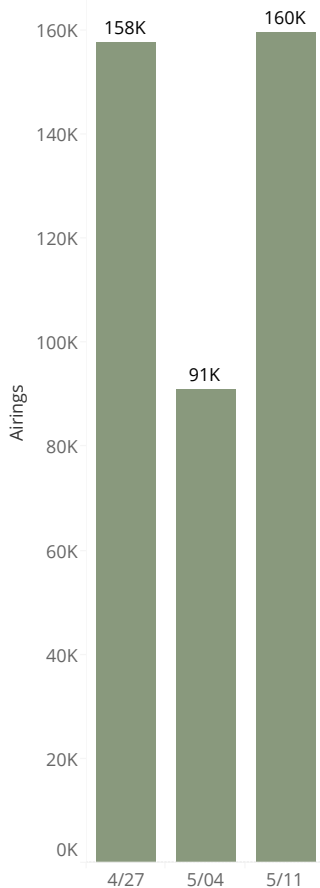


Automotive Airings March - Present




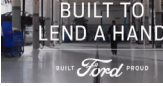

May Top Lines

Automotive advertisers have aired ads a total of **292,000** times so far in May for a total of **\$86M**.



~131,000 ad airings in May have been focused on special offers and messages of support. Among ads focused on specific models, CUVs and traditional mid-size cars have been the most popular models, with ads for each size airing about 35,000 times.

Top 3 Advertisers

Advertiser	Airings	Spend	Top Model	Top Ad
Toyota	50.2K	\$13.5M	Camry	 <i>Click to view ad</i>
Ford	49.9K	\$13.5M	F-150	 <i>Click to view ad</i>
Hyundai	35.1K	\$11.1M	Elantra	 <i>Click to view ad</i>