

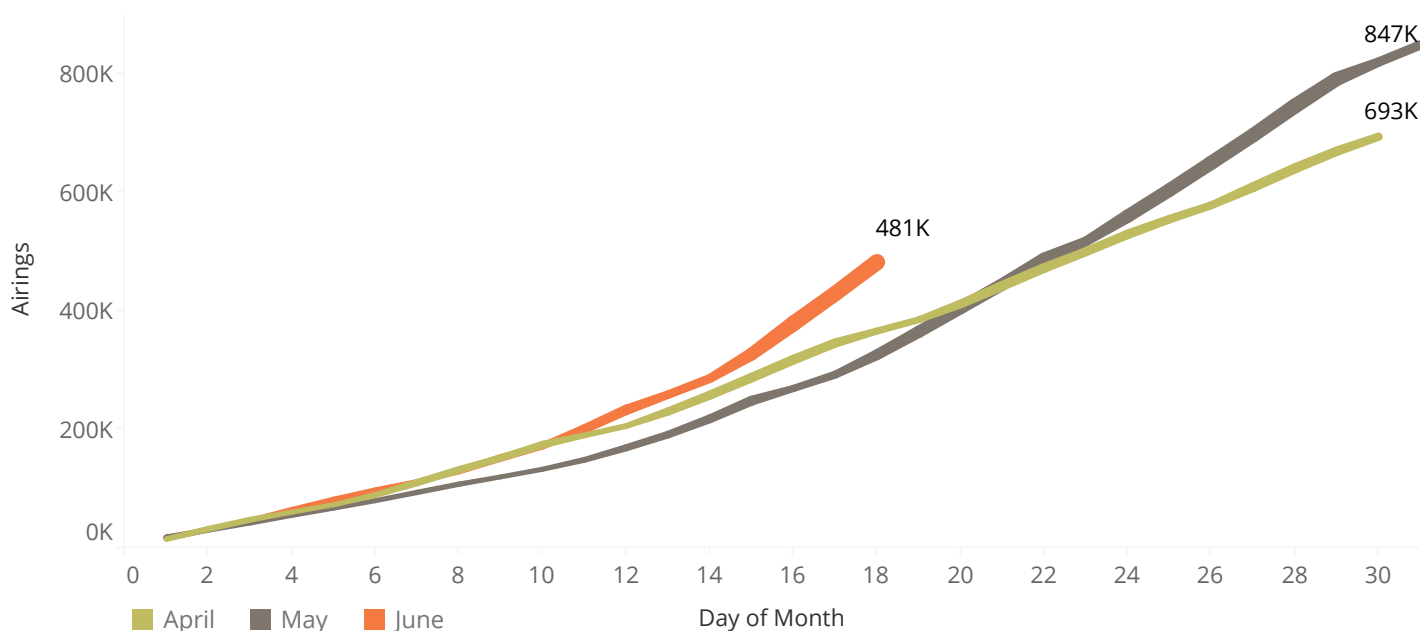
Automotive Ads Reflect Recovery

Auto ads in June are on track to surpass May totals

As of June 18th, automotive ad airings totals for Tiers 1 and 2 are 31% higher than totals at this point in April and 47% higher than totals at this point in May. If June airings continue at this pace, totals will surpass both April and May.

Total Airings Comparison

April - June



Light Trucks Lead the Way - Tier 2

In April, we looked at Light Truck trends and found that the category was leading the industry pre-Covid. As the auto industry reopens and rebounds, Light trucks are at the forefront of advertising. This data compares the date range May 1 - May 18 to June 1 - June 18 and defines Light Trucks as vans, trucks, SUVs, and CUVs.

May Advertising - Tier 2

| Category | Airings | Spending |
|------------------|---------|----------|
| Offers/promotion | 40.4K | \$11.6M |
| Light Trucks | 33.1K | \$8.2M |
| Other Models | 12.1K | \$3.9M |

June Advertising - Tier 2

| Category | Airings | Spending |
|------------------|---------|----------|
| Light Trucks | 81.3K | \$25.7M |
| Other Models | 31.5K | \$10.1M |
| Offers/promotion | 26.7K | \$9.9M |

A notable switch from May to June is the decrease in the number of ads with general offers and promotions. At the height of lockdowns, auto ads were filled with financing offers, messages of support, and general promotions. This month, there seems to be a return of model-specific ads.