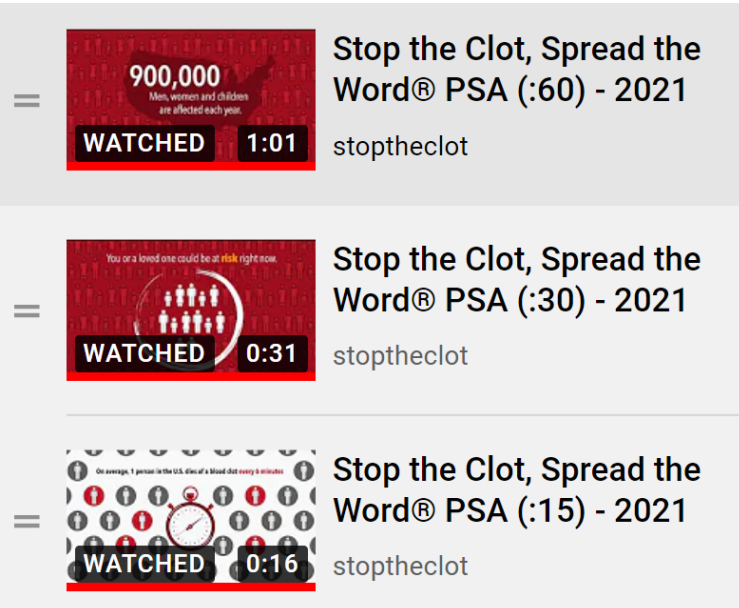


Communications/Promotions: Stop the Clot, Spread the Word®: Campaign Activities, February 11 through March 31, 2021

Cumulative Feb 11 through March 31, 2021

STC-STW® PSA Campaign

- PSA airings nationwide: 4,069
 - :30 (1,893)
 - :15 (1,325)
 - :60 (851)
- Audience impressions: 32.9 million
- Media value: \$1.25 million
- Reach, national/cable, 158 total markets reached, including top-25 media markets
- Dayparts:
 - 22% = Early morning and daytime (5am to 4pm)
 - 31% = Early fringe and primetime (4pm to 10pm)
 - 37% = Late evening (10pm to 1am)
 - 11% = Late night (1am to 5am)



The image shows three video player thumbnails for PSA videos. Each thumbnail includes a 'WATCHED' indicator and a duration. The first video is 1:01 long, the second is 0:31, and the third is 0:16. All videos are from the channel 'stopthecлот'.

Video Title	Duration	Channel
Stop the Clot, Spread the Word® PSA (:60) - 2021	1:01	stopthecлот
Stop the Clot, Spread the Word® PSA (:30) - 2021	0:31	stopthecлот
Stop the Clot, Spread the Word® PSA (:15) - 2021	0:16	stopthecлот