

Brand	Advertised in AFC & NFC	
Amazon Echo	x	
Apple iPad	x	
Apple iPhone	x	
Apple Mac	x	
AT&T Wireless	x	
Audi	x	
Bud Light	x	
Chevrolet	x	
Domino's	x	
Experian	x	
Ford	x	
GEICO	x	
GMC	x	
H&R Block	x	
Honda	x	
Hulu	x	
Hyundai	x	
Intuit	x	
McDonald's	x	
Michelob	x	
Microsoft Surfa	x	
NFL	x	
Pepsi	x	
Pizza Hut	x	
Progressive	x	
Ring	x	
SimpliSafe	x	
Sprint	x	
State Farm	x	
Subway	x	
Taco Bell	x	
TaxACT	x	
Tide	x	
TurboTax	x	
Twentieth Centu	x	
USAA	x	
Verizon	x	
Warner Bros.	x	
Warner Bros. Ar	x	
Wendy's	x	
ACT Fluoride		
Acura		

Amazon Web Services		
Applebee's		
Bacardi		
Best Buy		
Burger King		
Canada Dry		
CarGurus		
CBS		
CBS All Access		
Coca-Cola Zero Sugar		
Coors Light		
Dr Pepper		
eBay		
ESPN		
FOX		
Genesis		
Head & Shoulders		
IBM		
IBM Cloud		
IBM Watson		
KFC		
Kia		
Lincoln Motor Company		
Lionsgate		
M&M's		
Miller Lite		
Mint Mobile		
NFL Network		
NFL Shop		
Old Spice		
Papa John's		
Ram Trucks		
Realtor.com		
Skittles		
Starz Channel		
STX Entertainment		
T-Mobile		
TBS		
Toyota		
truTV		
VISA		

Brand	Spots	Airings	Estimated Spend		
Verizon	2	4	\$11,906,400		
Progressive	4	4	\$9,525,120		
Ford	2	3	\$7,143,840		
GMC	1	2	\$7,143,840		
McDonald's	1	4	\$5,953,200		
State Farm	4	4	\$5,953,200		
Warner Bros.	3	3	\$5,715,072		
Honda	2	2	\$4,762,560		
AT&T Wireless	2	2	\$4,762,560		
GEICO	2	2	\$4,762,560		
Pepsi	1	3	\$4,762,560		
Ram Trucks	2	2	\$4,762,560		
Chevrolet	1	1	\$4,762,560		
Apple iPhone	1	1	\$4,762,560		
Bud Light	2	2	\$4,762,560		
Apple Mac	1	1	\$4,762,560		
Amazon Web Se	2	2	\$4,762,560		
TurboTax	3	4	\$4,365,680		
Tide	2	2	\$3,571,920		
Bacardi	1	1	\$2,381,280		
H&R Block	1	1	\$2,381,280		
Sprint	1	1	\$2,381,280		
USAA	1	1	\$2,381,280		
Michelob	1	2	\$2,381,280		
Dr Pepper	1	1	\$2,381,280		
Hyundai	1	1	\$2,381,280		
Audi	1	1	\$2,381,280		
Taco Bell	2	2	\$2,381,280		
Twentieth Centu	1	1	\$2,381,280		
truTV	1	1	\$2,381,280		
Canada Dry	1	1	\$2,381,280		
Starz Channel	1	1	\$2,381,280		
Microsoft Surfa	1	1	\$2,381,280		
SimpliSafe	1	1	\$2,381,280		
Ring	1	1	\$2,381,280		
Intuit	1	1	\$2,381,280		
Amazon Echo	1	1	\$2,381,280		
Apple iPad	1	1	\$2,381,280		
Mint Mobile	2	2	\$2,381,280		
Warner Bros. Ar	1	1	\$1,905,024		
ESPN	1	1	\$1,785,960		
Coors Light	1	1	\$1,190,640		
M&M's	1	1	\$1,190,640		

Subway	1	1	\$1,190,640			
Wendy's	1	1	\$1,190,640			
Pizza Hut	1	1	\$1,190,640			
Applebee's	1	1	\$1,190,640			
Domino's	1	1	\$1,190,640			
TBS	1	1	\$1,190,640			
TaxACT	1	1	\$1,190,640			
Experian	1	1	\$1,190,640			
Realtor.com	1	1	\$1,190,640			
CarGurus	1	1	\$1,190,640			
NFL	2	2	\$0			
CBS	15	24	\$0			
Hulu	1	1	\$0			
CBS All Access	1	1	\$0			

Brand	Spots	Airings	Estimated Spend		
FOX	9	13	\$0		
Ford	4	4	\$6,758,274		
TurboTax	4	5	\$5,199,297		
Burger King	4	4	\$4,456,540		
NFL	4	4	\$0		
Progressive	3	3	\$6,684,810		
IBM Watson	3	3	\$6,684,810		
Warner Bros.	3	3	\$5,347,848		
Verizon	2	2	\$6,684,810		
Bud Light	2	4	\$5,644,139		
Apple iPhone	2	2	\$4,827,918		
T-Mobile	2	3	\$4,530,004		
AT&T Wireless	2	2	\$4,456,540		
State Farm	2	3	\$4,456,540		
Tide	2	3	\$3,379,137		
Miller Lite	2	3	\$3,342,405		
Taco Bell	2	2	\$2,228,270		
GEICO	2	2	\$73,464		
Chevrolet	1	2	\$6,684,810		
Lionsgate	1	1	\$4,456,540		
McDonald's	1	3	\$4,456,540		
GMC	1	3	\$4,456,540		
Microsoft Surface	1	2	\$4,456,540		
Apple Mac	1	1	\$4,456,540		
Pepsi	1	2	\$3,342,405		
VISA	1	2	\$2,971,027		
Twentieth Century Fox	1	2	\$2,265,002		
Acura	1	1	\$2,228,270		
Honda	1	1	\$2,228,270		
IBM	1	1	\$2,228,270		
Sprint	1	1	\$2,228,270		
Subway	1	1	\$2,228,270		
Toyota	1	1	\$2,228,270		
USAA	1	1	\$2,228,270		
Lincoln Motor Company	1	1	\$2,228,270		
Hyundai	1	1	\$2,228,270		
Kia	1	1	\$2,228,270		
Audi	1	1	\$2,228,270		
Pizza Hut	1	2	\$2,228,270		
Domino's	1	1	\$2,228,270		
Old Spice	1	1	\$2,228,270		
Coca-Cola Zero	1	1	\$2,228,270		
SimpliSafe	1	1	\$2,228,270		

Brand	Spots	Airings	Estimated Spend		
Ring	1	1	\$2,228,270		
Intuit	1	1	\$2,228,270		
IBM Cloud	1	1	\$2,228,270		
Apple iPad	1	1	\$2,228,270		
Genesis	1	1	\$2,228,270		
Warner Bros. Ar	1	1	\$1,782,616		
NFL Network	1	1	\$1,671,203		
Best Buy	1	1	\$1,114,135		
eBay	1	1	\$1,114,135		
H&R Block	1	1	\$1,114,135		
Papa John's	1	1	\$1,114,135		
Michelob	1	1	\$1,114,135		
KFC	1	1	\$1,114,135		
Head & Shoulde	1	1	\$1,114,135		
Skittles	1	1	\$1,114,135		
Hulu	1	1	\$1,114,135		
Experian	1	1	\$1,114,135		
STX Entertainm	1	1	\$1,114,135		
ACT Fluoride	1	1	\$36,732		
TaxACT	1	1	\$36,732		
Wendy's	1	1	\$0		
NFL Shop	1	1	\$0		
Amazon Echo	1	1	\$0		