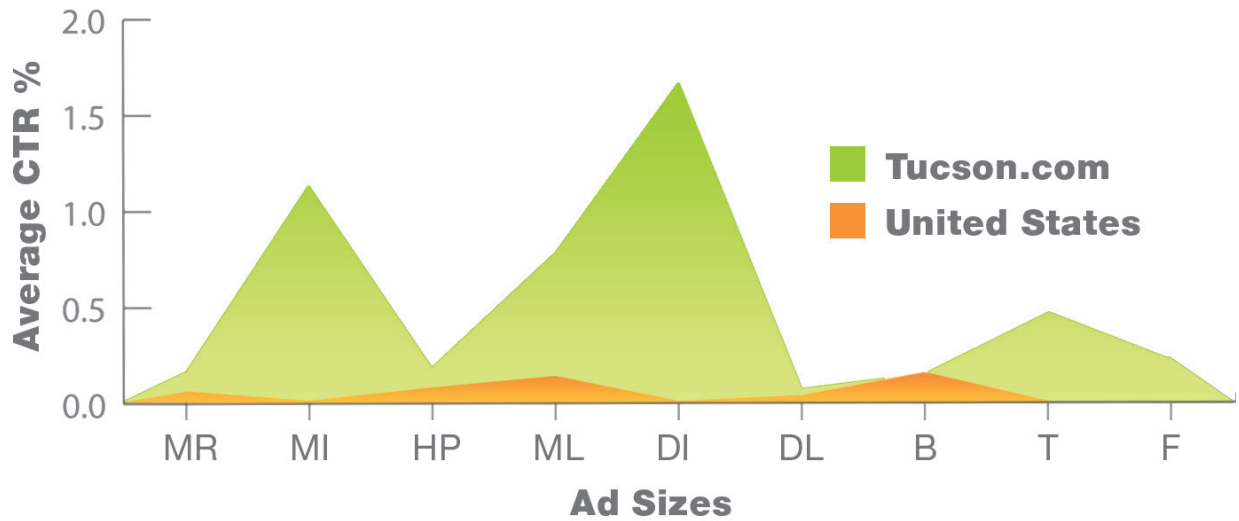
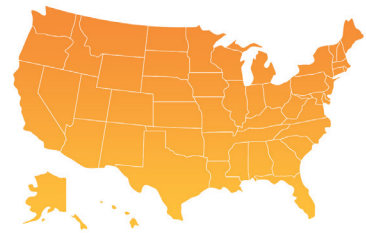


CLICK THROUGH RATES



Ad Type	Ad Size in Pixels	U.S. Average CTR
Medium Rectangle (MR)	300 x 250	0.05%
Half Page (HP)	300 x 600	0.07%
Mobile Leaderboard (ML)	320 x 50	0.13%
Desktop Leaderboard (DL)	728 x 90	0.03%
Billboard (B)	970 x 250	0.15%

UNITED STATES January 2016 – August 2016



Source: ThinkwithGoogle.com - www.thinkwithgoogle.com/tools/display-benchmarks.html



TUCSON.COM January 2016 – August 2016

Ad Type	Ad Size in Pixels	Tucson.com Average CTR
Medium Rectangle (MR)	300 x 250	0.08%
Mobile Interstitial (MI)	300 x 250	1.31%
Half Page (HP)	300 x 600	0.11%
Mobile Leaderboard (ML)	320 x 50	0.35%
Desktop Interstitial (DI)	640 x 480	1.42%
Desktop Leaderboard (DL)	728 x 90	0.04%
Takeover (T)	950 x 30 (New 1170 x 300)	0.47%
Floatbar (F)	970 x 60 (New 1170 x 50)	0.22%
Desktop Gravity (G)	1260 x 840	6.93%
Mobile Gravity (MG)	480 x 840	6.05%