

BCBS BONUS Media (as of 6.3.21)

CONSUMER MEDIA CAMPAIGN			
MULTICHANNEL NEWS RELEASE ("MNR")	DISTRIBUTION	DELIVERABLES	OVER DELIVERY
Cision MultiVu	US1 and National Hispanic Newslines	4/6 Distribution	16,322 pageviews of MNR 161 views of the video ad 26 "shares" of MNR content
DIGITAL	TOTAL ORDERED	DELIVERABLES	OVER DELIVERY
Search Effort	NA	703,008 Impressions; 219,623 Clicks	NA
Google Display Network (GDN)	398,000,000 Impressions	427,557,696 Impressions	+ 29,557,696 Impressions
Facebook	30,000,000 Impressions	30,462,085 Impressions	+ 462,085 Impressions
PRINT	FREQUENCY	DELIVERABLES	OVER DELIVERY
<i>People</i>	1 Insertion	4/16 On-Sale	NA
<i>Better Homes & Gardens</i>	1 Insertion	5/14 On-Sale	NA
RADIO	TOTAL ORDERED	DELIVERABLES	OVER DELIVERY
Satellite Radio - SiriusXM	1,100 Spots	1,299 Spots	+ 199 Spots
Streaming audio - Pandora/Spotify	10,000,000 Impressions	10,702,236 Impressions	+ 702,236 Impressions
Broadcast Radio - iHeart Radio's National Premiere Networks	8,250 Spots	9,048 Spots	+ 798 Spots
Syndicated Radio - Top 10 African American Markets	100 Spots	159 Spots	+ 59 Spots
Spanish Radio - Top 10 Hispanic Markets	250 Spots	359 Spots	+ 109 Spots

TELEVISION	TOTAL ORDERED	DELIVERABLES	OVER DELIVERY
National Cable	Approximately 925 Spots	2,625 Spots	+ 1,700 Spots
National Syndication	Approximately 20 Spots	20 Spots	None
Network Morning News	Approximately 24 Spots	26 Spots ¹	+ 2 Spots
Over-The-Top Streaming Digital Video - NBCU One Video ²	BONUS	1,597,028 Impressions	+ 1,597,028 Impressions

¹ A total of seven additional network morning news spots aired as “makegoods” due to a local programming change on the ABC stations in five markets: Los Angeles, Phoenix, Portland, San Diego and Seattle. On Saturday, May 1, 2021, the local ABC stations in the five markets aired the “NFL Draft” instead of “Good Morning America” and preempted the BCBS scheduled spot. The “makegood” spots aired during the week of 5/10 in network morning news on various affiliates in the affected local markets.

² Over-The-Top Streaming Digital Video was negotiated with NBC Universal as BONUS “added value.”

ENTITY MEDIA CAMPAIGN			
WEBSITES	ESTIMATED ORDERED	DELIVERABLES	OVER DELIVERY
Business Approved Site List	1,000,000 Impressions	1,011,906 Impressions	+ 11,906 Impressions
LinkedIn	916,000 Impressions	957,779 Impressions	+ 41,779 Impressions
HR Executive (hrexecutive.com)	150,000 Impressions	155,734 Impressions	+ 5,734 Impressions
SHRM (SHRM.org)	100,000 Impressions	101,446 Impressions	+ 1,446 Impressions
National Assoc. of African Americans in Human Resources (NAAHR.org)	14,600 Impressions	35,285 Impressions	+ 20,685 Impressions
E-NEWSLETTERS	ESTIMATED ORDERED	DELIVERABLES	OVER DELIVERY
Franchise Times E-Newsletter	104,000 Sends	112,541 Sends	+ 8,541 Sends
Entrepreneur Daily E-Newsletter	580,000 Sends	661,969 Sends	+ 81,969 Sends
Harvard Business Review Management Tip of the Day E-Newsletter	400,000 Sends	1,920,000 Sends	+ 1,520,000 Sends
SHRM HR Daily E-Newsletter	1,720,000 Sends	1,859,566 Sends	+ 139,566 Sends
HR Executive - HREBenefits E-Newsletter	400,000 Sends	343,722 Sends	NA
Employee Benefit News WELLNESS E-Newsletter	30,000 Sends	65,610 Sends	+ 35,610 Sends
Employee Benefit News First Look E-Newsletter	60,000 Sends	131,084 Sends	+ 71,084 Sends
Healthcare Dive	188,000 Sends	181,333 Sends	NA Sends
NAAHR E-Newsletter	13,000 Sends	13,512 Sends	+ 512 Sends
BenefitsPRO Daily E-Newsletter	295,000 Sends	278,188 Sends	NA