APPLICANT NAME													
OE6 Estimated Media Spend by Designated Market Area													
Media/Market	Los Angeles DMA	Sacramento - Stockton Modesto DMA	San Francisco-Oakland San Jose DMA	San Diego DMA	Santa Barbara-Santa Maria-San Luis Obispo DMA	Palm Springs DMA	Fresno -Visalia DMA	Eureka DMA	Monterey DMA	Bakersfield DMA	Chico-Redding DMA	El Centro DMA	Total
Television													\$ -
Radio													\$ -
Out-of-Home													\$ -
Print (Newsprint, Magazine, Freestanding)													\$ -
Direct Mail													\$ -
Shared Mail													\$ -
Search Engine Marketing													\$ -
Digital (display, video, mobile, radio)													\$ -
Social media													\$ -
E-mail marketing													\$ -
Other - Community Events													\$ -
Other - Lead Purchasing													\$ -
		i			1	1		i			1	i	