

Appendix B: 2011 Expenditures

CATEGORY	DOLLAR VALUE (000)
Television Advertising: National Broadcast	
Television Advertising: National Cable	
Television Advertising: National Satellite	
TV NATIONAL TOTAL	
Television Advertising: Regional/Local Broadcast	
Television Advertising: Regional/Local Cable	
Television Advertising: Regional/Local Satellite	
TV REGIONAL/LOCAL TOTAL	
Radio Advertising: Subscription-based Satellite	
Radio Advertising: Measured Markets	
Radio Advertising: Unmeasured Markets	
RADIO TOTAL	
Magazine Advertising	
Newspaper Advertising	
Transit Advertising	
Outdoor Advertising	
Direct Mail Advertising	
Company-Owned or Operated Internet Sites: Other Than Social Media	
Company-Owned or Operated Internet Sites: Social Media	
COMPANY-OWNED OR OPERATED INTERNET SITES TOTAL	
Other Internet Site Advertising: Other Than Social Media	
Other Internet Site Advertising: Social Media	
OTHER INTERNET SITE ADVERTISING TOTAL	
Other Digital Advertising	
Point of Sale Advertising: Logo-bearing Items	
Point of Sale Advertising: Non-logo Bearing Items	
Point of Sale Advertising: Retail Value-Added Expenditures	
Point of Sale Advertising: Other	
POS TOTAL	
Promotional Allowances	
Public Entertainment Events: Not Sports-Related Adult-Only	
Public Entertainment Events: Not Sports-Related General Audience	
PUBLIC ENTERTAINMENT TOTAL	
Sponsorship of Sporting Events, Sports Teams, or Individual Athletes	
Spring Break Promotions	
Product Placements	
In-Cinema Advertising	
Telemarketing	
Other	
<i>Cross Categories</i>	
Sports and Sporting Events	
Social Responsibility Programs and Messages	

Appendix C1: TV National Placements

Ad Name	Brand Advertised	Ethnicity*	Medium Name	Medium Location	Ad Date	Ad Time	Show Name	IMPRESSIONS (000)		Data Source and Date
								21+	20-	
Hoot and Howl or "Q3 Rotation"	XYZ Lite Beer	0	USA	Cable TV	5/29/11	11:29PM	Law & Order: SVU	1,911	215	Nielsen National Average Data for Q2 2011

* 0 = not primarily targeted to African Americans or Hispanics, 1 = primarily targeted to African Americans, 2 = primarily targeted to Hispanics

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Appendix C2: TV Regional/Local Placements

Ad Name	Brand Advertised	Ethnicity*	Medium Name	Medium Location	Ad Date	Ad Time	Show Name	IMPRESSIONS (000)		Data Source and Date
								21+	20-	
Swingin' High or "Rotation A"	New Shiraz	2	WUSA	Miami	02/11/11	1:11:00 AM	NASCAR Ice Tea Race	41	3	Where available, local audience allocated consistent with Nielsen National Data for Q1 2011. Otherwise, most recent local data.

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Appendix C3: Radio Placements in 6+ PPM Markets

Ad Name	Brand Advertised	Ethnicity*	Medium Name	Medium Location	Ad Date	Ad Time	Show Name	IMPRESSIONS (000)		Data Source and Date
								21+	20-	
Living Life or "Rotation A"	Pepper Tequila	1	KESS-FM	Dallas TX CVG	4/15/11	7:14:00 PM	n/a	709	22	Arbitron Dallas Market Average Data Q2 2011

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Appendix C4: Radio Placements in 12+ Markets

Ad Name	Brand Advertised	Ethnicity*	Medium Name	Medium Location	Ad Date	Ad Time	Show Name	IMPRESSIONS (000)		Data Source and Date
								21+	20-	
Living Life or "Rotation A"	Pepper Tequila	1	KWOW	Knoxville, TN	4/15/11	7:14:00 PM	n/a	709	22	Arbitron Knoxville Market Average Data Q2 2011

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Appendix C5: Magazine Placements

Ad Name	Brand Advertised	Ethnicity*	Medium Name	Medium Location	Ad Date	IMPRESSIONS (000)		Data Source and Date
						21+	20-	
At the Dock	Old Boatsman Beer	1	STANDING	National	01/12/11	616	84	MRI consolidated TwelvePlus data for 2011
Dinner Party	Spiced Rum	0	ROLLING PEBBLE (21+ Ed	National	04/02/11	548	0	Purchased Custom 21+ Edition (Verified 21+ Subscriber) for 2011
Good Times	Merlot	0	SOUTHERN LIFE	Gulf Coast	03/15/11	1,046	276	A21+ Provided by 3rd Party Clements Readership Study for 2011

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Appendix C6: Newspaper Placements

Ad Name	Brand Advertised	Ethnicity*	Medium Name	Medium Location	Ad Date	IMPRESSIONS (000)		Data Source and Date
						21+	20-	
Full page standard	Basic Beer	2	San Diego Reader	San Diego, CA	04/20/11	327	25	2011 San Diego Scarborough Release Study
Night In	Cabernet	0	The New York Times	National	02/15/11	39,000	4,000	2011 MRI data

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Appendix C7: Internet Placements

Ad Name	Brand Advertised	Ethnicity*	Medium Name	Medium Location	Ad Date or Flight Date(s)	IMPRESSIONS (000)		Data Source and Date
						21+	20-	
Beer banner	Old Boatsman Beer	0	CNN.com	National	May, 2011	5,264	345	comScore 2+ Average Data for 06/11
Mix it!	Blended Tequila	0	Facebook.com	National	Mar 24-31, 2011	6,714	0	Ad directed to Facebook.com database of registered users 21+

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Appendix D: Product Placements

Brand Advertised	Type of Entertainment Vehicle*	Title of Entertainment Vehicle	Consideration Paid in Dollar Value (000) or In-Kind Item(s)
Evans Spirits Brands	Television program	Cheers the Remake	Provided branded neon signs and 3 cases of product (in kind)

* Specify the type of entertainment vehicle by television program, film, radio program, music video, song, online virtual world, game, or other.