



**Endless
Summer**[®]
hydrangeas

Experience Life in Full Bloom

CONSUMER MEDIA PLAN 2016 - PRINT

| | JAN | FEB | MARCH | APRIL | MAY | JUNE | JULY |
|--|-----|-----|-------|-------|-----|------|------|
| Southern Living Modern Life. Southern Style. | | | █ | | | | |
| Sunset Pac NW region | | | █ | | | | |
| fine Gardening | | | █ | | | | |
| State by State | | | █ | | | | |
| Midwest | | | █ | | | | |
| Southern | | | █ | | | | |
| food&drink Canada | | | █ | | | | |

CONSUMER MEDIA PLAN 2016 - OUT OF HOME




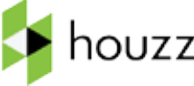

| | JAN | FEB | MARCH | APRIL | MAY | JUNE | JULY |
|----------------------|-----|-----|-------|-------|-----|------|------|
| TWIN CITIES | | | | | | | |
| Cable TV | | | | █ | █ | █ | |
| Outdoor - Billboards | | | | █ | | | |
| ATLANTA | | | | | | | |
| Pandora - Radio | | | | █ | █ | █ | |
| Outdoor - Billboards | | | █ | | | | |
| BALTIMORE | | | | | | | |
| Pandora - Radio | | | | █ | █ | █ | |
| Outdoor - Billboards | | | | █ | | | |
| CHICAGO | | | | | | | |
| Pandora - Radio | | | | █ | █ | █ | |
| Outdoor - Billboards | | | | █ | | | |



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CONSUMER MEDIA PLAN 2016 - DIGITAL

| | JAN | FEB | MARCH | APRIL | MAY | JUNE | JULY |
|---|-----|-----|-------|-------|-----|------|------|
|  | | | █ | █ | █ | █ | |
|  | | | █ | █ | █ | █ | |
|  | | | █ | █ | █ | █ | |
|  | | | █ | █ | █ | █ | |
|  | | | █ | █ | █ | █ | |
| Paid Social | █ | █ | █ | █ | █ | █ | █ |

Mother's Day