Cost	*Media*	*January*		*February*		*March*		*April*		*May*		*June*		*July*		*August*		September		October		November		December	
		1/15/2014	1/31/2014	2/15/2014	2/28/2014	3/15/2014	3/31/2014	4/15/2014	4/30/2014	5/15/2014	5/31/2014	6/15/2014	6/30/2014	7/15/2014	7/31/2014	8/15/2014	8/31/2014	9/15/2014	9/30/2014	10/15/2014	10/31/2014	11/15/2014	11/30/2014	12/15/2014	12/31/2014
	Auto Shows																								
$50,000.00	New York, (NY)																								
$50,000.00	Chicago (IL)																								
$50,000.00	Detroit (MI)																								
$50,000.00	Los Angeles (CA)																								
	Campus Visits																								
$600.00	Harvard University																								
$600.00	Stanford University																								
$600.00	University of Pennsylvania																								
$600.00	Massachusetts Institute of Technology																								
$600.00	Northwestern University																								
$13,000.00	Mall Visits																								
	Social Media																								
$60,000.00	Facebook- Global																								
$48,000.00	Twitter- Global																								
$0.00	Youtube - Global																								
TOTAL																									
$324,000.00																									