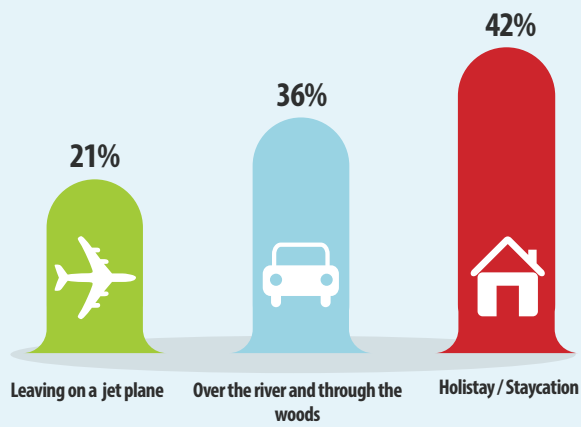


2012 Holiday Survey results

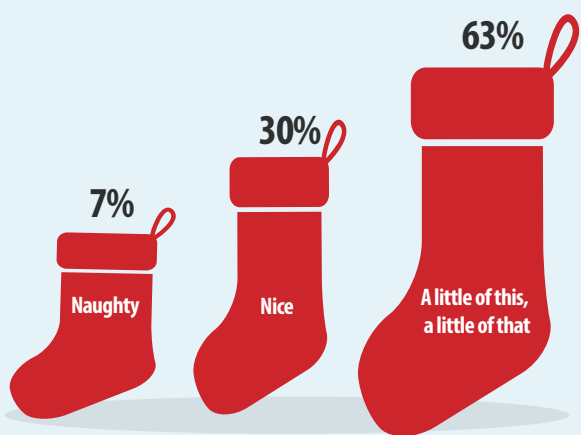
Visiting family this year?



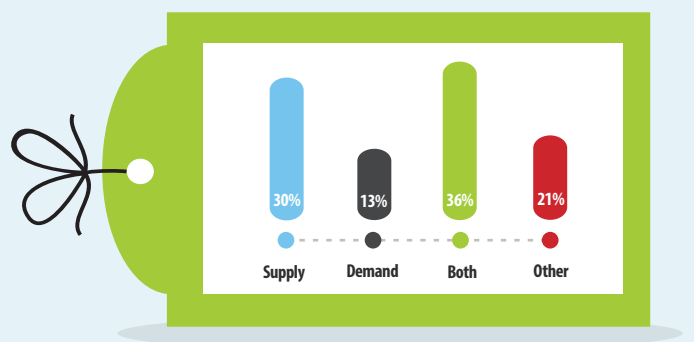
Average percentage of gifts you'll return?



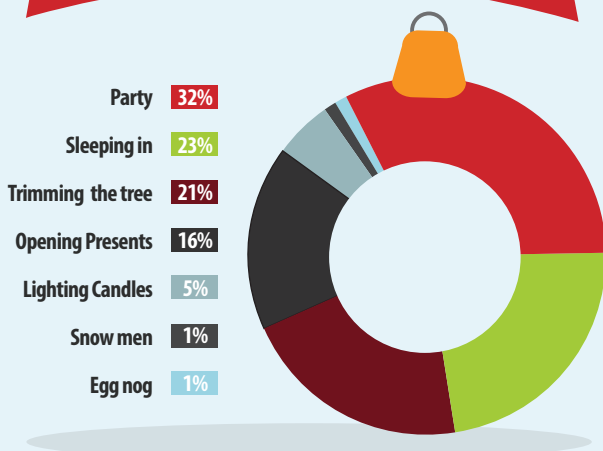
Naughty or Nice?



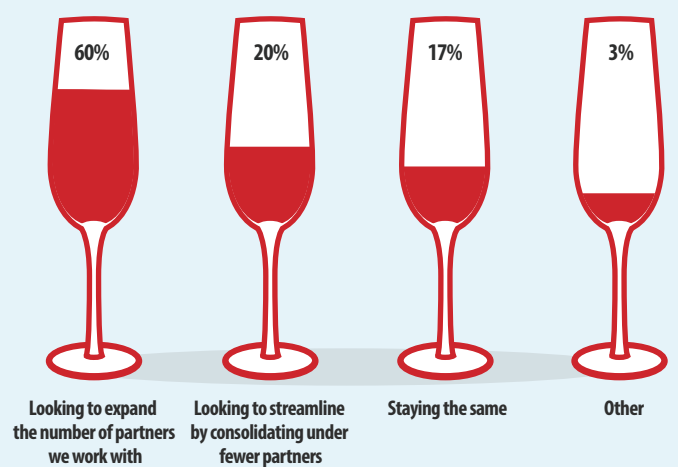
What side of the online ad business are you on?



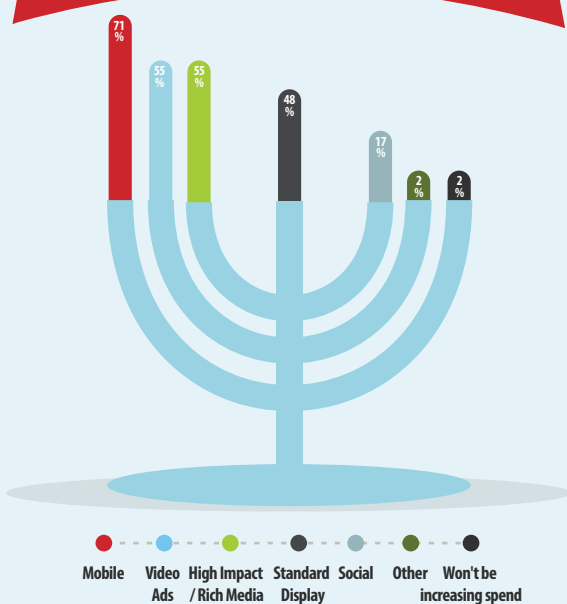
Favorite Holiday Tradition



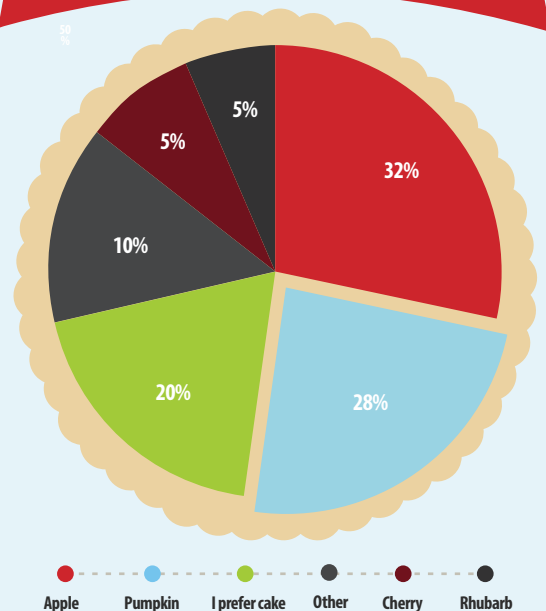
What are your plans for business partners in 2013?



Where will you be increasing your ad spend or inventory in 2013?



Favorite Pie?



Will you be increasing your programmatic spend or inventory in 2013? If so, by how much?

