



Information is pulled directly from  
the December 13, 2018 Sonic FDD

## 20/20 Media Plan

Drive-in Market Type*	Allocation of Advertising Cooperative Contributions	
	Allocated to Local Marketing (as percent of Gross Sales)	Allocated to SMF (as percent of Gross Sales)
Core	0.5%	Remaining contribution
Developing	.5% (and any contribution in excess of 5%)	4.5%
New	Contribution in excess of 5%	5%

\* Market type is determined by Sonic based on the market penetration (people per drive-in) and drive-in tenure in the market. Market classifications may be updated periodically.

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