

EXHIBIT 3



Learning Center

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Language and Location Targeting Topic 3

- 1. Topic 3 Region and City...
- 2. Objectives
- 3. Why Use Region/City...
- 4. Region/City Targeting...
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- 8. Region/City Targeting...
- 9. Targeting Accuracy
- 10. Parallel Campaigns Example

Google Region/City Targeting

Region/City targeting displays as a fifth line

Example:

1 hr Pizza Delivery
Fast and Reliable Bay Area
Pizza Delivery Service
www.sfpizzadeliverynow.org
San Francisco-Oakland-San Jose, CA

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Navigation controls including: Stop, Play/Pause, Previous, Next, Full Screen, and a progress bar showing 5/30. A timestamp of 00:03/00:15 is visible.

Lecture [?] Tips

- **Control the speed.** Use the controls located at the bottom of the player to pause, start, stop, and skip through lecture contents. You can also select items in the lecture outline to jump between topics.

- **Hide the outline to expand the video.** Click the screen icon () in the bottom left-hand corner of the player to toggle between views. Click it once to hide the outline. Click it again to hide the controls. Finally, click it a third time to restore the outline.

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