

Exhibit 3

SmartAds – Apportionment Factors

	Q1	Q2	Q3	Q4
2012	20.9%	20.9%	20.9%	
2011	20.9%	20.9%	20.9%	20.9%
2010	20.9%	20.9%	20.9%	20.9%
2009	20.9%	20.9%	20.9%	20.9%
2008	20.9%	20.9%	20.9%	20.9%
2007	21.8%	19.7%	21.8%	20.9%
2006	20.2%	19.8%	22.2%	22.4%
2005			15.9%	19.7%