

**Marketing Services Segment - Internal Operating Metrics
2017 and 2018 Financial Reconciliation**

<i>In thousands (unaudited)</i>	<i>Three Months Ended</i>								<i>Twelve Months Ended</i>	
	<i>March 31, 2017</i>	<i>June 30, 2017</i>	<i>September 30, 2017</i>	<i>December 31, 2017</i>	<i>March 31, 2018</i>	<i>June 30, 2018</i>	<i>September 30, 2018</i>	<i>December 31, 2018</i>	<i>December 31, 2017</i>	<i>December 31, 2018</i>
Total net operating revenue	\$ 7,410	\$ 8,267	\$ 7,956	\$ 7,646	\$ 5,443	\$ 5,647	\$ 5,333	\$ 5,537	\$ 31,279	\$ 21,960
Total operating costs and expense	6,820	7,478	7,120	6,768	5,525	5,269	5,081	4,828	28,186	20,703
Operating Income (Loss)	\$ 590	\$ 789	\$ 836	\$ 878	\$ (82)	\$ 378	\$ 252	\$ 709	\$ 3,093	\$ 1,257
Total net operating revenue	\$ 7,410	\$ 8,267	\$ 7,956	\$ 7,646	\$ 5,443	\$ 5,647	\$ 5,333	\$ 5,537	\$ 31,279	\$ 21,960
Less:										
Topic 606 impact	1,222	1,443	1,536	1,544	-	-	-	-	5,745	-
Internally Reported Operating Revenue	\$ 6,188	\$ 6,824	\$ 6,420	\$ 6,102	\$ 5,443	\$ 5,647	\$ 5,333	\$ 5,537	\$ 25,534	\$ 21,960
Internally Reported Metrics										
Sequential revenue growth		10.3%	-5.9%	-5.0%	-10.8%	3.7%	-5.6%	3.8%		-14.0%
Year-over-year revenue growth (\$)					\$ (745)	\$ (1,177)	\$ (1,087)	\$ (565)		
Year-over-year revenue growth					-12.0%	-17.2%	-16.9%	-9.3%		
Total operating costs and expense	\$ 6,820	\$ 7,478	\$ 7,120	\$ 6,768	\$ 5,525	\$ 5,269	\$ 5,081	\$ 4,828	\$ 28,186	\$ 20,703
Addback:										
Normalized 2017 expense adjustments	422	402	380	591	-	-	-	-	1,795	-
Less:										
Depreciation	15	21	42	37	37	37	59	70	115	203
Amortization	200	199	200	200	200	200	199	200	799	799
Severance expense	-	-	-	-	2	4	27	-	-	33
Topic 606 impact	1,222	1,443	1,536	1,544	-	-	-	-	5,745	-
Internally Reported Operating Expense	\$ 5,805	\$ 6,217	\$ 5,722	\$ 5,578	\$ 5,286	\$ 5,028	\$ 4,796	\$ 4,558	\$ 23,322	\$ 19,668
Internally Reported Metrics										
Internally reported operating income	\$ 383	\$ 607	\$ 698	\$ 524	\$ 157	\$ 619	\$ 537	\$ 979	\$ 2,212	\$ 2,292
Internally reported operating income margin	6.2%	8.9%	10.9%	8.6%	2.9%	11.0%	10.1%	17.7%	8.7%	10.4%
Sequential income growth		58.5%	15.0%	-24.9%	-70.0%	294.3%	-13.2%	82.3%		3.6%
Year-over-year income growth					-59.0%	2.0%	-23.1%	86.8%		