

Figure S1. Paid media, earned media, and service volumes included in statistical models, July 2005 - June 2006

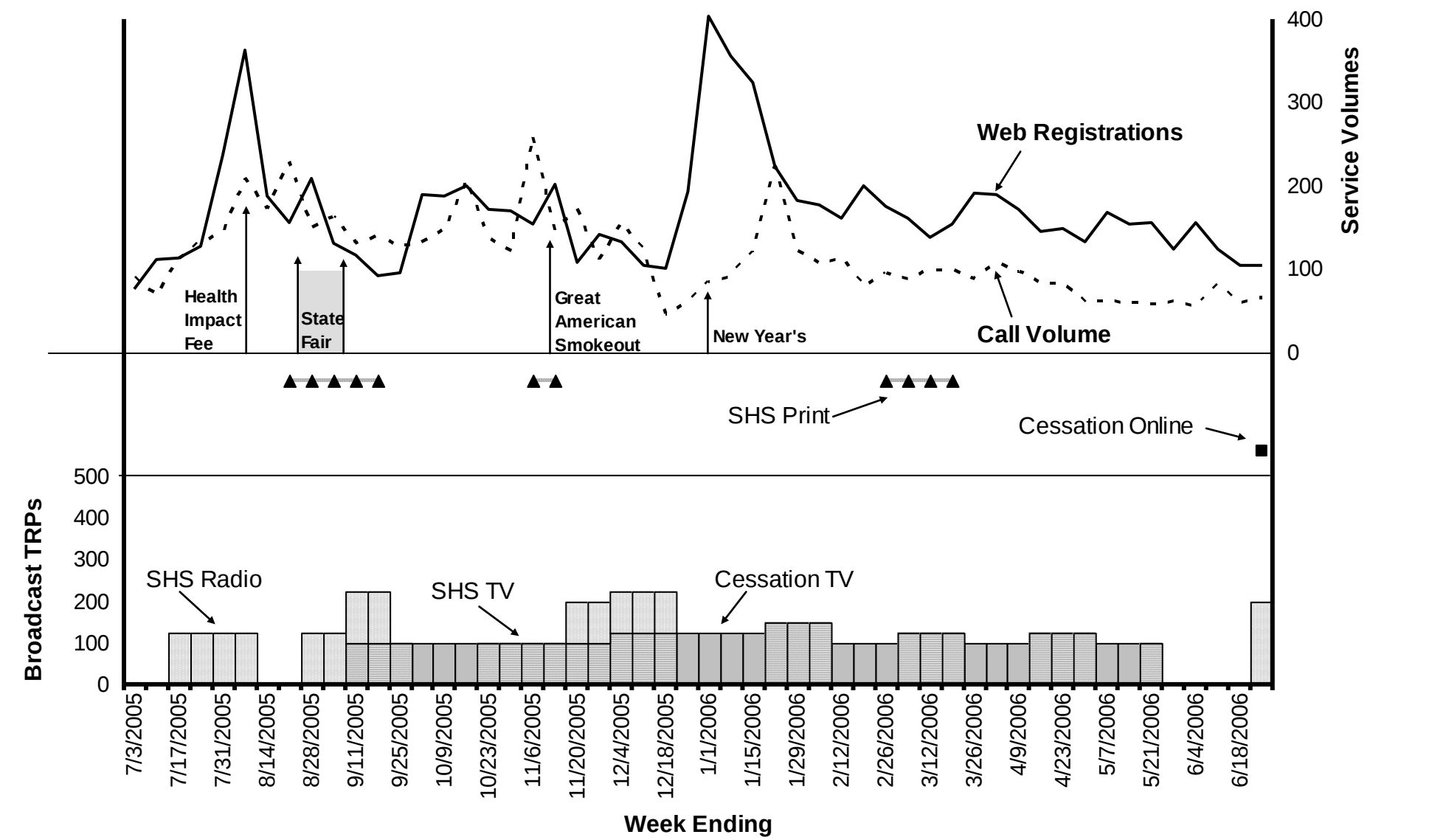


Figure S2. Paid media, earned media, and service volume included in statistical models, July 2006 - June 2007

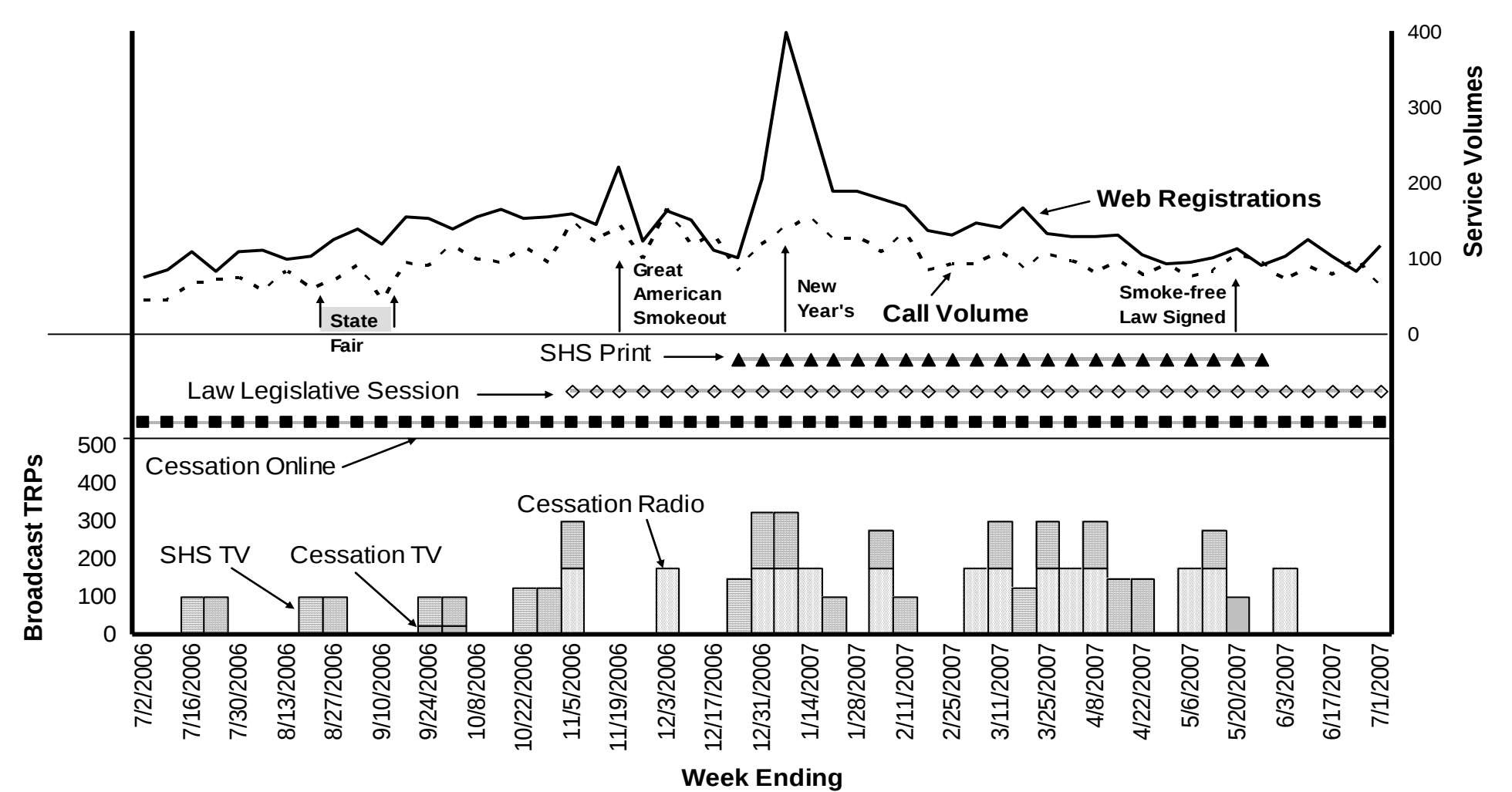


Figure S3. Paid media, earned media, and service volumes included in statistical models, July 2007 - June 2008

