

MEDIA COVERAGE

14 APRIL - 31 MAY

78 stories

syndicated to

308 outlets

15 newspaper
28 online news
32 radio
broadcast on an
additional 230
radio outlets
3 television

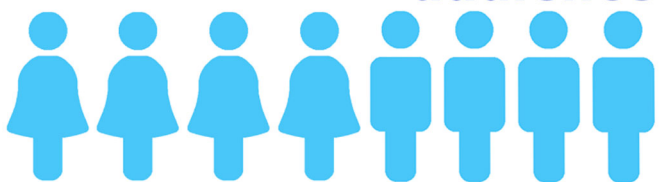
ADVERTISING SPACE RATES

\$1,155,848

STORY AUDIENCE

1,233,266

recorded
story
audience



241,700 male
295,200 female
696,366 unknown



WORD COUNT

15,722

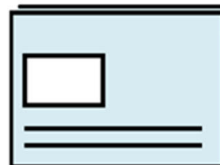
abc

OUTLET BROADCAST TIME

5 hours 7 minutes



NEWSPAPER



3,020 word count
520,476 audience
\$21,498 advertising
space rates

ONLINE NEWS



12,658 words count
60,000 audience
\$21,688 advertising
space rates

TELEVISION



5 minutes broadcast
41 seconds time

60,000 audience
\$2,293 advertising
space rates

RADIO



5 hour broadcast
1 minute time

555,900 audience
\$79,722 advertising
space rates

MEDIA COVERAGE

