

Through June 30, 2020



TV SPOTS 51,370 Airings \$19,049,510 Ad Value 374,052,892 Audience



WEBSITE

671,780 Website Visitors 668,822 Unique Visitors 2,242,096 Page Views 0:1:58 Min./Session



EARNED MEDIA

35,685 Media Outreach \$13,616,000 Estimated Earned Media Reach 377,038,200 CONNECTIONS



ALERTS AND EMAILS

24,652 Rescan Alerts 27,491 Emails 32 Newsletters

SOCIAL MEDIA

1.3M FB Impressions
900K Tweet Impressions
25.7K Instagram
Impressions



Your station can access numerous viewer education tools at TVAnswers.org/Tools.