

All listed media reports/articles in Publicity Value Reports were produced with the assistance of Southern Delaware Tourism

NOTE: Many items, once they appear online, are picked up by content aggregators increasing their reach and page rank and the potential audience for them immeasurably.

Total media value figures for items appearing in both print and online media reflect only media value for print versions unless otherwise specified. Additionally, the majority of the pieces we assist with receive extensive social media coverage by both the writers/their publications and SDT greatly enhancing their value. This significant additional value is difficult to quantify and is not reflected in this report.

Formula:

Length of piece x per page value x (Tone value + Location+Art+Method+Circulation)/5 = y times Publicity Value

Example:

March-April MidAtlantic
Events: Southern DE
Location Report

2 pgs X \$9,000 pp x((5+5+3+5+4)/5=4.4) = \$39,600.00

To view stories, click on links in first column

Report Totals:

\$98,462

\$816,214

Story Title, Date & Publication	Length	Ad Rate	Tone (Scale of 1 - 5)	Location - 1=Insd bur; 2=insd front; 3=insd feat; 4=insd&online; 5=other	Photo Presence - 0=no photo; 1=1 b&w; 2=1 color; 3=2 color; 4=3/4 color; 5=5+ color	Method - 1/2=listing; 3=P.R; 4=column/blog; 5=feat/intvw radio/tv	Circulation - 1=under 2000; 2=up to 4,999; 3=up to 9,999; 4=up to 49,999; 5=50,000+	Advertising Equivalency (total points divided by number of categories)	SDT Publicity Value	Number of SDT Partners Mentioned	Total Partner Publicity Value (regional + only)	SDT's Involvement
March 31, Coastal Point: Southern Delaware Tourism Announces Photo Contest Winners	Print & online 1/2 pg print	288	5	4	4	3	4	4	\$1,152		\$0	Press release
March 28, Epoch Times: Beachbound in Dog-Friendly Delaware's Off Season	2 printed pages	\$500	5	5	4	5	5	4.8	\$2,400	6	\$14,400	Worked with Writer
March 28, Creator.com: Beachbound in Dog-Friendly Delaware's Off Season	Syndicate. 2 printed pages	1,000	5	5	4	5	5	4.8	\$4,800	6	\$28,800	Worked with Writer
March 27, GreatFamilyVacations.com: Beachbound in Dog-Friendly Delaware's Off Season	2 printed pages	400	5	5	4	5	4	4.6	\$1,840	6	\$11,040	Worked with Writer
March 24, Laurel Star: THOMAS IS GUEST SPEAKER AT WESTERN SUSSEX CHAMBER OF COMMERCE BUSINESS AND ECONOMIC DEVELOPMENT FORUM	1/3 pg	175	5	3	2	5	2	3.4	\$595		\$0	Scott speaking appearance

March 14, Milford Live: Milford Group Discusses Tourism Options	1 pg	175	5	4	2	5	2	3.6	\$630		\$0	Bonnie speaking appearance
March 10, Washington Post: Taking a Mid-Atlantic road trip? Stop at these native plant gardens along the way.	1/5 pg	185	5	5	2	5	5	4.4	\$814	1	\$814	Worked with Writer
March 9, WRDE: Will gas prices affect tourism this spring/summer	2 min	600					5	1	\$600		\$0	Scott interview
March 8, 2022, RoadTrippers: Glide through Delaware's Trap Pond, home to a stunning bald cypress stand	A hugely popular web based software application, mobile app, and content provider that helps travelers plan road trips 4 printed pages	4,000	5	5	5	5	5	5	\$20,000	1	\$20,000	Worked with Writer
March/April 2022, MidAtlantic Events: Southern Delaware Location Report	2 pages	9000	5	5	3	5	4	4.4	\$39,600	16	\$633,600	SDT created copy & provided photos
March 2022, Business Report: What's Cooking at Southern Delaware Tourism	2/3 pg	377	5	3	2	4	2	3.2	\$1,206		\$0	SDT Column
February 28, What's Up Media: Small Town Spring Break: Return to Road Trips This Spring	2 pgs	600	5	4	5	5	5	4.8	\$2,880	7	\$20,160	Worked with Writer
February 15, Getaway Mavens: 150 Surprisingly Romantic Getaways In USA: Weekend Getaways; 3 In Every State	1 printed page/travel blog	200	5	5	2	5	4	4.2	\$840	1	\$840	Worked with Writer
February 3, University of Delaware: Southern Delaware Tourism Partner of the Year	2 printed pages	1,800	5	4	2	5	4	4	\$7,200		\$0	SDT Awards article

January 26, Travel Itch Radio, WMRD WLIS, Hartford metro: What's New in Southern Delaware	20 mins	1,000	5	5	0	5	2	3.4	\$3,400	6	\$20,400	Press release
January 25, PrideJourneys.com: New in 22: Southern Delaware	LGBTQ Travel Directory	400	5	5	4	5	5	4.8	\$1,920	23	\$44,160	Press release
January 21, 2022: Getaway Mavens: 10 Perfect Places to Pop the Question in Delaware	Travel blog. 5 printed pages	1,000	5	5	3	5	4	4.4	\$4,400	5	\$22,000	Worked with Writer
January/February 2022, Business Report: Winners of 2021 SDT Awards Recognized	1.5 pgs	848	5	3	5	3	2	3.6	\$3,054		\$0	Press release
January/February 2022, Business Report: SDT Launches sixth annual photo contest	2/3 pg	377	5	3	2	3	2	3	\$1,131		\$0	SDT Column
									\$98,462		\$816,214	