

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:

Ad rate equivalency x [(Tone value + Location+Art+Method+Circulation)/5]

Example:

June 29, Delaware
Independent: Six
destinations in western
sussex you should explore:

\$100 pp x[(5+4+5+5+1)/5= 4] =\$400

To view stories, click on links in first column

Report Totals:

\$2,518,346

\$24,177,124

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
June 29, Delaware Independent: Six destinations in western Sussex you should explore	15 pgs	\$100	5	4	5	5	1	4	\$400		\$0	Writer assist
June 17, Delaware State News: Delaware small state, big experiences for Father's Day	1.75 pgs	\$394	5	4	2	5	4	4	\$1,576		\$0	Writer assist
June 9, Cape Gazette: Groundbreaking held for Cambria Hotel outside Rehoboth	.5 pg	336	5	4	5	5	4	4.6	\$1,546		\$0	Scott Interview
June 8, DelawareOnline: From the Biden effect to COVID 'revenge travel,' why Delaware beaches are getting busier	1 pg	5,484	5	4	5	5	5	4.8	\$26,323		\$0	Scott Interview
June 3, WRDE: Cambria Hotel Coming To Rehoboth Beach Hopes To Answer Demand For More Lodging Options	2:30 video & 1 printed page	750	5	5	5	5	5	5	\$3,750		\$0	Scott Interview
June 2022, Business Report: Reasons to support tourism in Sussex County	2/3 pg	377	5	4	0	4	2	3	\$1,131		\$0	SDT Column

June 2022: Business Report: Western Sussex Chamber of Commerce, making a difference	.5 pg	283	5	3	2	5	2	3.4	\$962		\$0	Scott Interview
June 2022, Delaware Beach Life: The Culinary Coast Continues to Flourish	3.66 pg	5,856	5	4	4	4	3	4	\$23,424	22	\$515,328	Culinary Coast Column
June 2022, Delaware Beach Life: Homegrown Favorites	5 2/3	9,056	5	4	5	5	3	4.4	\$39,846	7	\$278,925	Tina Interview
May 18, WRDE: Will Extensive Beach Erosion Impact Summer Plans?	1:00 video & 1 printed page	600	4	5	5	5	5	4.8	\$2,880		\$0	Scott Interview
May 18, WanderWithWonder.com: Fido Friendly Getaway on the Delmarva Peninsula	10 printed pages	1000	5	3	5	4	3	4	\$4,000	12	\$48,000	Writer assist
May 17, Northern VA Magazine: Where to go for food and fun at Rehoboth Beach	1 pg	5,855	5	4	3	5	4	4.2	\$24,591	16	\$393,456	Writer assist
May 2, WRDE: Southern Delaware Celebrates National Travel and Tourism Week Ahead of Anticipated Pre-Pandemic Visitor Numbers	2:00 video & 1 printed page	700	5	5	5	5	5	5	\$3,500		\$0	Scott interview
May/June 2022, Mid-Atlantic Events: Enticing Destinations	2/3 pg	3,000	5	4	0	5	4	3.6	\$10,800	18	\$194,400	SDT supplied content
May/June 2022, AAA World: Safari in the USA	1 pg	58,281	5	4	3	5	5	4.4	\$256,436	1	\$256,436	Writer assist
May 2022, USAToday Travel, Northeast Go Escape: Lovely Lewes	2 pgs	398,000	5	5	5	5	5	5	\$1,990,000	11	\$21,890,000	Writer assist
May 2022, Delaware Beach Life: The Making of a Menu	3 1/3	5,328	5	4	4	4	3	4	\$21,312	9	\$191,808	Culinary Coast Column
April 29, Cape Gazette: Forum: Sussex has affordable housing woes	0.5	336	2	4	3	5	4	3.6	\$1,210		\$0	Scott Interview
April 22, Delaware Public Media: Southern Delaware Tourism Celebrates 'Future of Travel'	1:00 intvw & 1 printed page	200	5	5	2	5	5	4.4	\$880		\$0	Scott Interview

April 20, Delaware Online: Why Sussex County's young workforce feels 'handcuffed' by lack of affordable housing	1 pg	5,484	2	4	5	5	5	4.2	\$23,033		\$0	Scott Interview
April 16, WGMD: Scott interview with Walt Palmer on The Talk of Delmarva	17 minute intvw	1,700	5	5	0	5	2	3.4	\$5,780		\$0	Scott Interview
April 7, Patriot News/Penn Live: Delaware beach guide: Info on when and where to visit, from Rehoboth to Bethany	1/2 pg	4,463	5	4	2	5	5	4.2	\$18,745	4	\$74,978	Tina Interview
April 5, WMDT: Expansion plans for the Fort Miles Museum	Online & 3:49 story	750	5	5	5	5	5	5	\$3,750		\$0	Reporter assist
April 1, Delaware Today: 25 Unique Activities to Add to Your Delaware Bucket List	1 pg	5,470	5	4	3	5	5	4.4	\$24,068		\$0	Writer assist
April/May 2022, Business Report: Agritourism means big opportunities for Sussex	2/3 pg	377	5	3	2	4	2	3.2	\$1,206		\$0	SDT Column
April/May 2022, Business Report: Broadcreek Bike and Brew: 10 years of pedaling in Western Sussex	2/3 pg	377	5	3	2	5	2	3.4	\$1,282		\$0	Scott interview
April/May 2022, Business Report: Thomas is guest speaker at Western Sussex Chamber of Commerce Business and Economic Development Forum	1/2 pg	282	5	3	2	5	2	3.4	\$959		\$0	Event participation
April/May 2022, Business Report: Southern Delaware Tourism announces 2022 photography contest winners	1.33 pg	751	5	3	4	4	2	3.6	\$2,704		\$0	SDT Column
April 2022, Delaware Beach Life: Bowled Over	3.66	5856	5	3	4	4	3	3.8	\$22,253	15	\$333,792	Culinary Coast Column
									\$2,518,346		\$24,177,124	