

Snow Valley 2015–16 Editorial Coverage Executive Summary

So Cal Media Impressions: 238 Million

TV & Radio Ad Value: \$1 Million approx

TV & Radio Audience: 9.7 Million

TV & Radio stories & teases: 100

Print & Internet Readership: 228 Million

Radio, Print and Social Media Ad Value: TBD

Print & Internet Stories: 91

Note – likely up to 20% more stories to be found

NOVEMBER 2015

So Cal Editorial Coverage of "Opening Day...Mountain High partnership...Fresh Snow"

So Cal Media Impressions: 11 Million approx

TV & Radio Ad Value Per 30 Seconds: \$130,000 approx

TV & Radio Audience: 950,000 approx

TV Radio stories & teases: 9 approx

Print & Internet Ad Value: TBD

Print & Internet Audience: 10.2 Million approx

Print & Internet stories: 18 approx

DECEMBER 2015

So Cal Editorial Coverage of "New Snow...Santa Hits the Slopes...open for Night skiing tomorrow night...make a lot of snow with less energy use"

So Cal Media Impressions: 23 Million approx

TV & Radio Ad Value Per 30 Seconds: \$160,000 approx

TV & Radio Audience: 1.1 Million approx

TV & Radio stories & teases: 12 approx

Print & Internet Ad Value: TBD

Print & Internet Audience: 21.5 Million approx

Print & Internet stories: 9 approx

JANUARY 2016

So Cal Editorial Coverage of "Snow Valley love to have you visit...foot of snow from the latest storm and today get one free leason...35 inches of snow through the week"

So Cal Media Impressions: 132.5 Million approx

TV & Radio Ad Value Per 30 Seconds: \$220,000 approx
TV & Radio Audience: 2.5 Million approx
TV & Radio stories & teases: 23 approx
Print & Internet Ad Value: TBD
Print & Internet Audience: 130 Million approx
Print & Internet stories: 47 approx

FEBRUARY 2016

So Cal Editorial Coverage of "Children take a skiing lesson during a snowstorm at Snow Valley...seven to 10 inches of new snow...Valentine's Day Deals...snow play photo from Snow Valley"

So Cal Media Impressions: 28 Million approx
TV & Radio Ad Value Per 30 Seconds: \$235,000 approx
TV & Radio Audience: 2 Million approx
TV & Radio stories & teases: 23 approx
Print & Internet Ad Value: TBD
Print & Internet Audience: 26 Million approx
Print & Internet stories: 10 approx

MARCH 2016

So Cal Editorial Coverage of "Snow Valley honoring Mountain High passes...had 20 snow guns working overnight...has three new inches of snow and is expecting up to nine"

So Cal Media Impressions: 43.1 Million approx
TV & Radio Ad Value Per 30 Seconds: \$270,000 approx
TV & Radio Audience: 3.1 Million approx
TV & Radio stories & teases: 33 approx
Print & Internet Ad Value: TBD
Print & Internet Audience: 40 Million approx
Print & Internet stories: 7 approx