



SOUND MIND
SOUND BODY
FOOTBALL 2014

DBA WORLDWIDE



TOTAL AGGREGATED MENTIONS:

576



TOTAL AGGREGATED REACH:

505,552,856



TOTAL AGGREGATED PUBLICITY VALUE:

\$223,505.61



TOTAL INTERNET REACH:

505,312,372

TOP STORIES: INTERNET

1

Henry Ford Health System teaches teens healthy living and concussion warning signs at the Sound Mind Sound Body Football Academy
| Reuters

OUTLET: Reuters Online**REACH:** 27,971,186

2

5 Reasons Why 4-Star DE Jashon Cornell Could Sign with Michigan State

OUTLET: Bleacher Report**REACH:** 26,742,384

3

Friday Michigan Recruiting Roundup Goes Camping

OUTLET: Bleacher Report**REACH:** 26,742,384

4

How Sound Mind, Sound Body Football Camp Evolved into One of Nation's Best Camps

OUTLET: Bleacher Report**REACH:** 26,742,384

5

How Sound Mind, Sound Body Football Camp Evolved into One of Nation's Best Camps

OUTLET: Bleacher Report**REACH:** 26,742,384



TOTAL PRINT REACH:

240,484

TOP STORIES: PRINT

1

IN THE NEWS: Big Ten coaches go South for camps

OUTLET: Journal Gazette

REACH: 48,557

2

Local chiropractor makes grand move to better serve community

OUTLET: Michigan Chronicle

REACH: 45,000

3

Local chiropractor makes grand move to better serve community

OUTLET: Michigan Chronicle

REACH: 45,000

4

Title Unavailable

OUTLET: Flint Journal

REACH: 39,900

5

On schedule: Ball State football recruiting update

OUTLET: Star Press

REACH: 20,941



TOTAL (OTHER) REACH:

0

TOP STORIES: OTHER

1

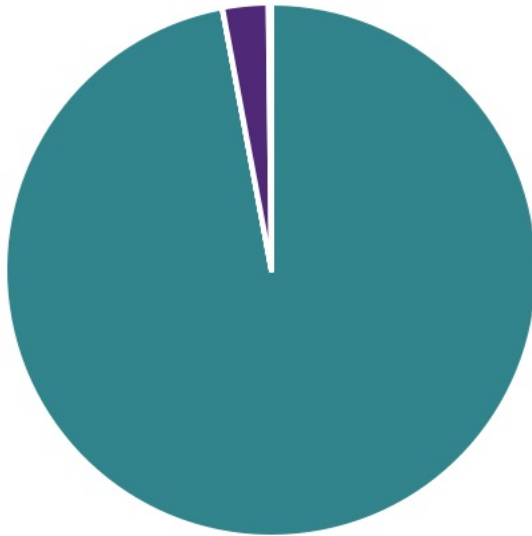
Big Ten coaches Franklin, Dantonio shrug off any controversy about camps in the South - Big Ten coaches go south for camps

OUTLET: Canadian Press

REACH: 0

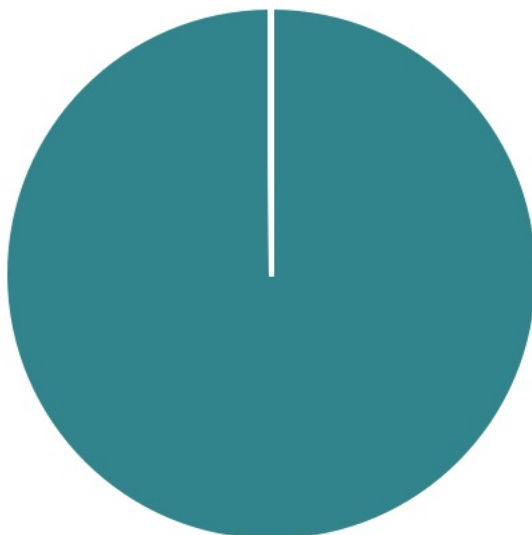


NUMBER OF MENTIONS BY MEDIA GROUP



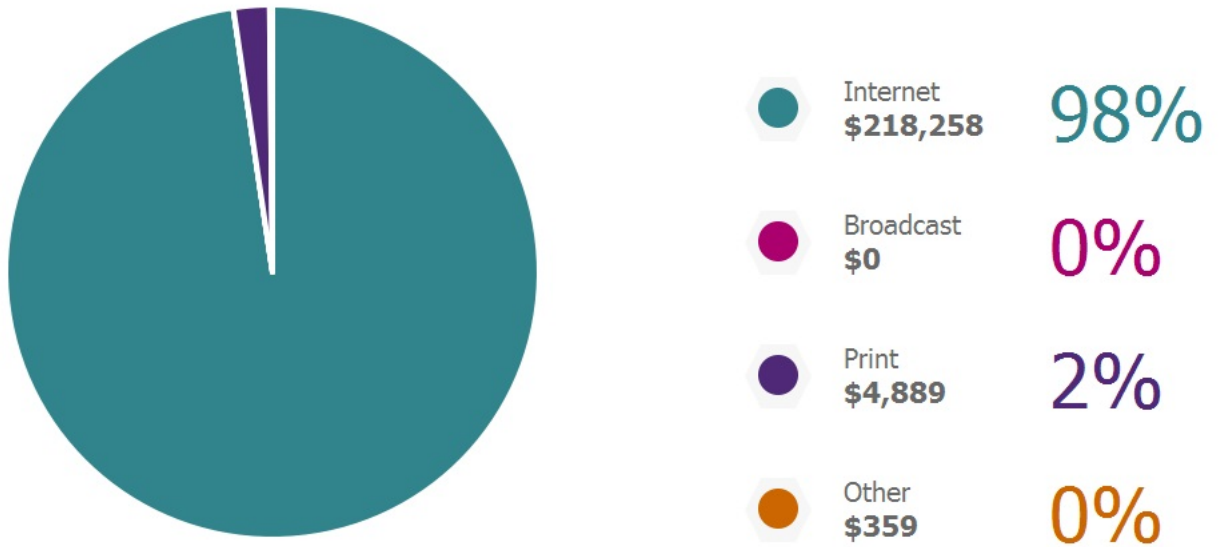
Internet	559	97%
Broadcast	0	0%
Print	16	3%
Other	1	0%

REACH BY MEDIA GROUP

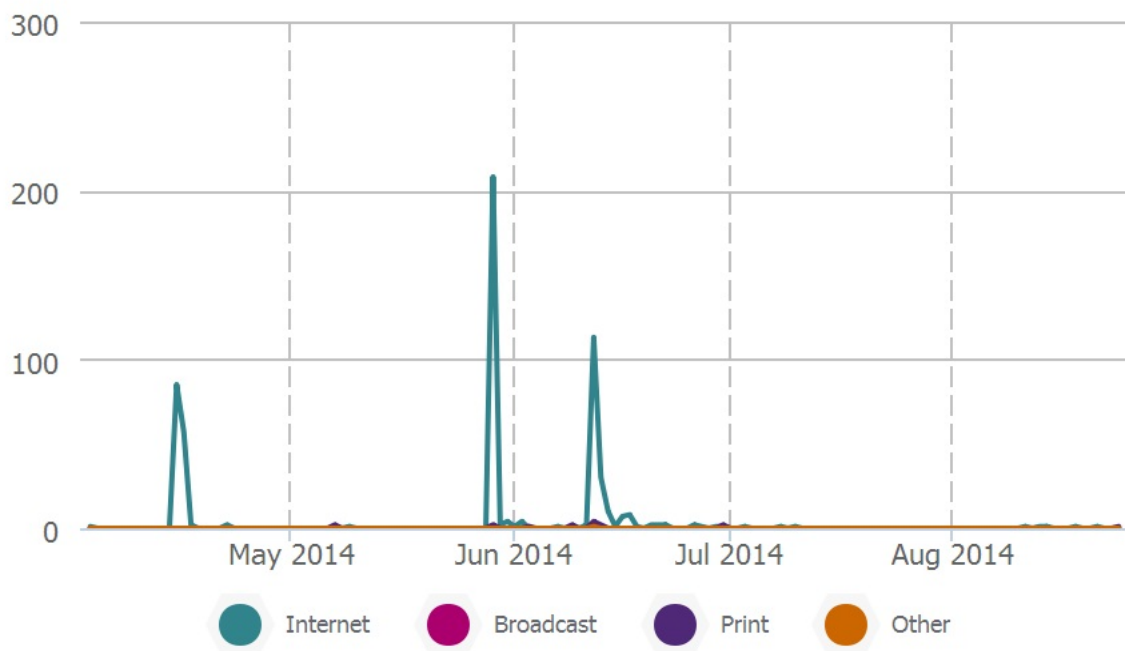


Internet	505,312,372	100%
Broadcast	0	0%
Print	240,484	0%
Other	0	0%

PUBLICITY VALUE BY MEDIA GROUP

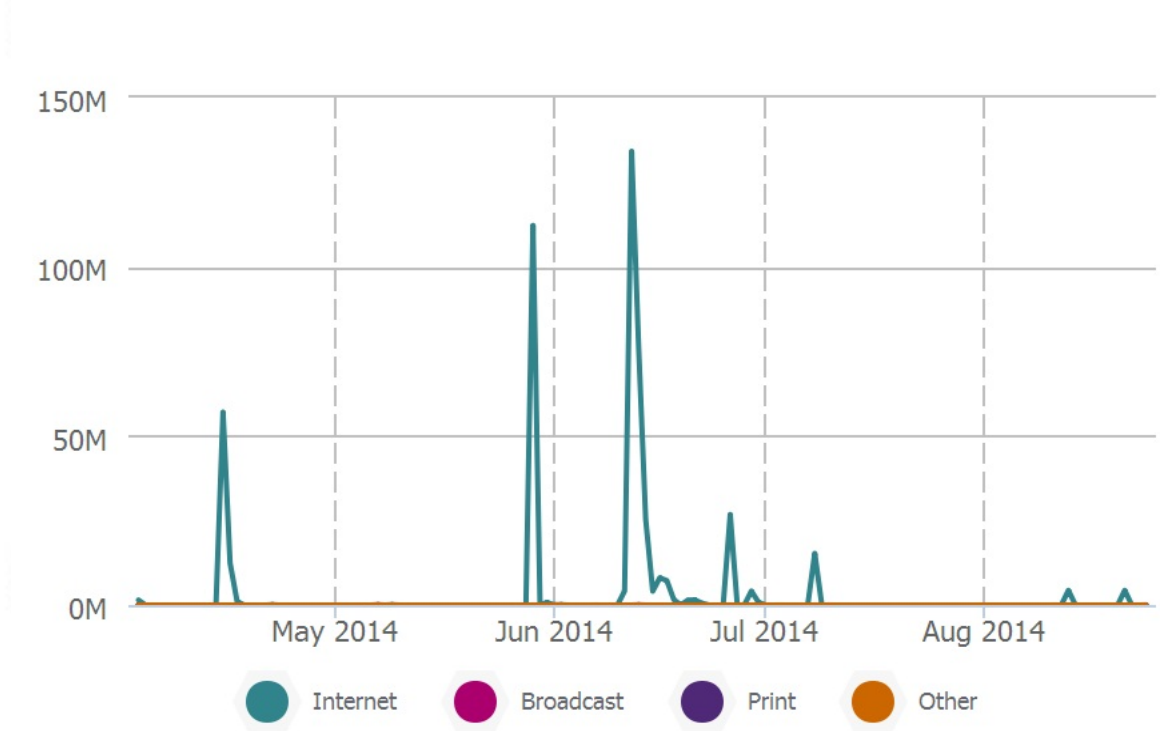


FREQUENCY OF MENTIONS OVER TIME

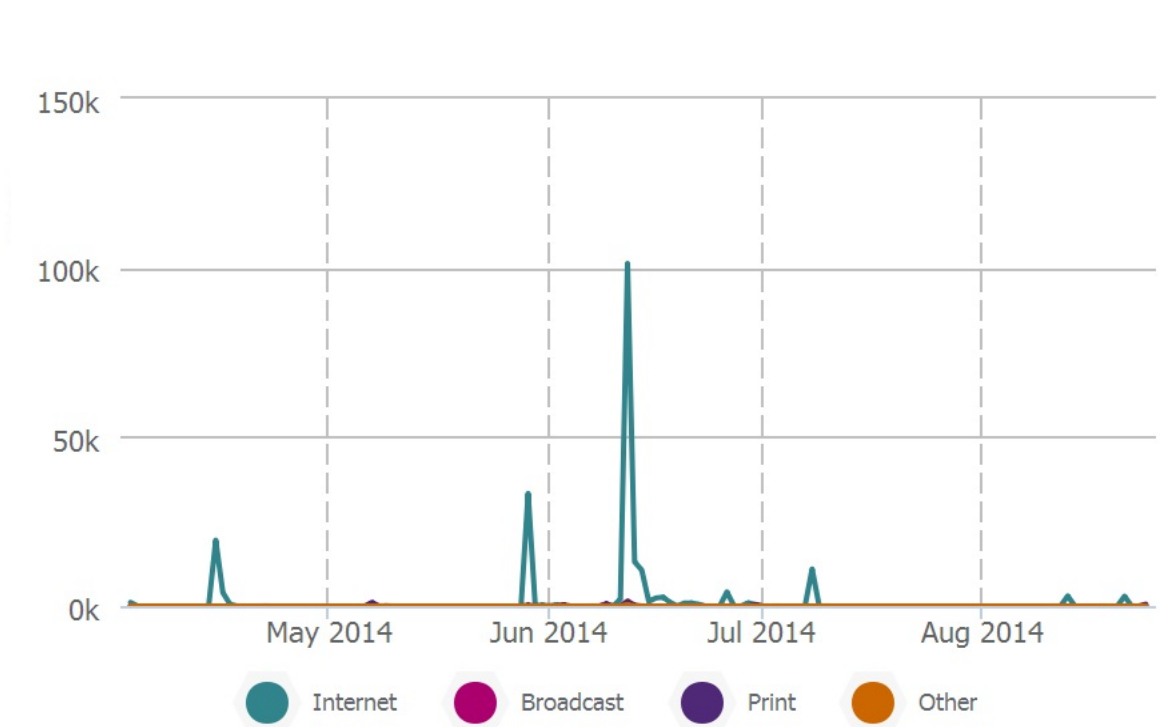




REACH OVER TIME



PUBLICITY VALUE OVER TIME



SUMMARY FOR 4/3/2014 – 8/24/2014

	MENTIONS	REACH	PUBLICITY VALUE
INTERNET	559	505,312,372	\$ 218,257.96
News Web Sites	124	309,067,470	\$ 161,869.87
Online Broadcast Version	360	112,532,849	\$ 33,962.48
Online Print Version	70	81,909,141	\$ 21,773.54
Social Networking Sites	5	1,802,912	\$ 652.07
BROADCAST	0	0	\$ 0.00
PRINT	16	240,484	\$ 4,888.76
Daily Newspaper	11	150,484	\$ 2,832.14
Community Newspaper Release Cover	2	90,000	\$ 1,050.40
Magazine	3	0	\$ 1,006.22
OTHER	1	0	\$ 358.89
News Service/Syndicate	1	0	\$ 358.89
TOTAL	576	505,552,856	\$223,505.61