

FLAGSTAR -
'SKATE AT THE
JOE'

DBA WORLDWIDE



TOTAL MENTIONS:

81



TOTAL REACH:

68,889,821



TOTAL PUBLICITY VALUE:

\$21,355.12



TOTAL INTERNET REACH:

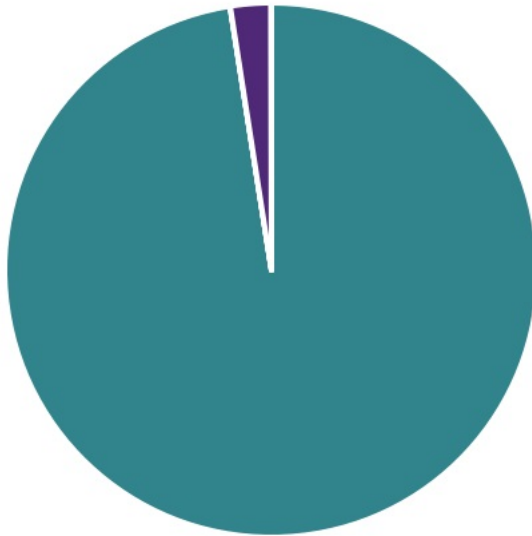
68,889,821

TOP STORIES: INTERNET

- 1** Enter to Win a Skate at The Joe, Courtesy of Flagstar Bank
OUTLET: Reuters Online **REACH:** 28,785,148
- 2** Enter to Win a Skate at The Joe, Courtesy of Flagstar Bank
OUTLET: Bloomberg Businessweek **REACH:** 7,809,999
- 3** Enter To Win A Skate At The Joe, Courtesy Of Flagstar Bank
OUTLET: TheStreet **REACH:** 4,363,072
- 4** Enter to Win a Skate at The Joe, Courtesy of Flagstar Bank - Press Release
OUTLET: Digital Journal **REACH:** 2,006,676
- 5** Enter to Win a Skate at The Joe, Courtesy of Flagstar Bank
OUTLET: PR Newswire **REACH:** 1,925,842

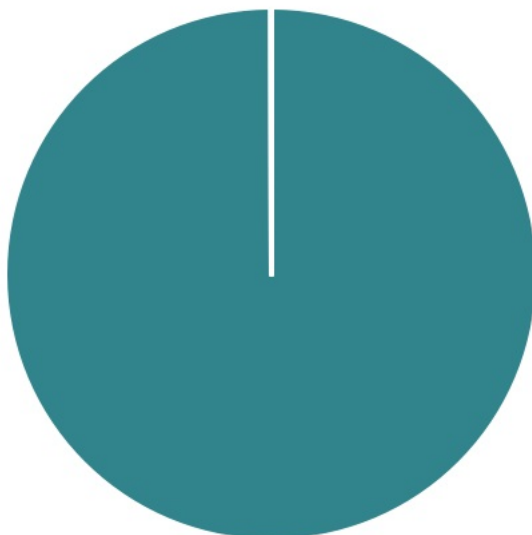


NUMBER OF MENTIONS BY MEDIA GROUP



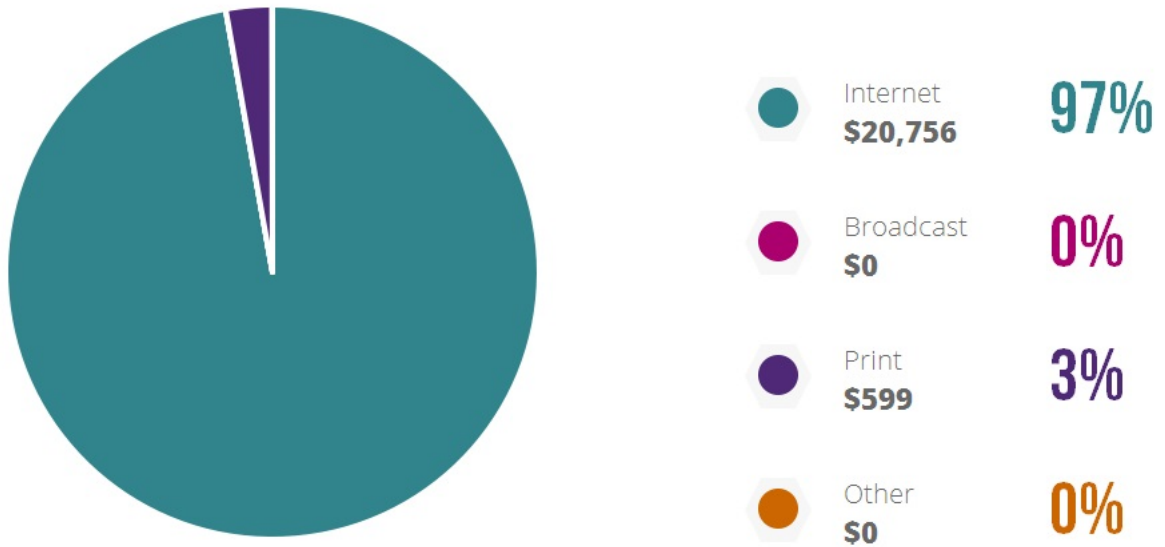
Internet	79	98%
Broadcast	0	0%
Print	2	2%
Other	0	0%

REACH BY MEDIA GROUP

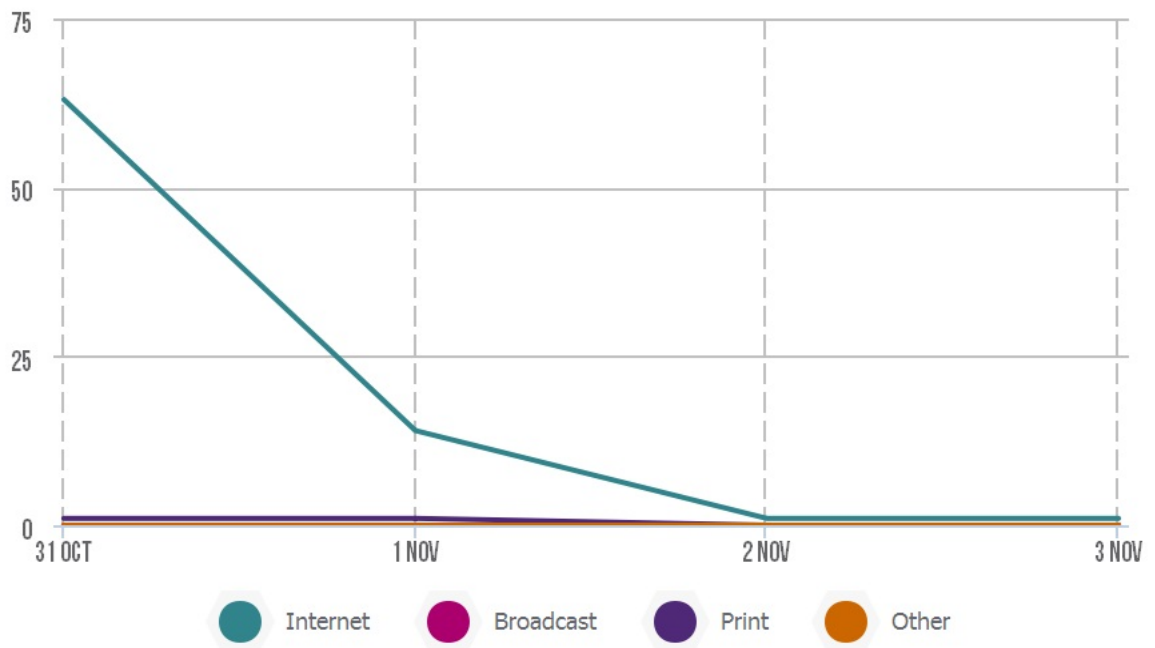


Internet	68,889,821	100%
Broadcast	0	0%
Print	0	0%
Other	0	0%

PUBLICITY VALUE BY MEDIA GROUP

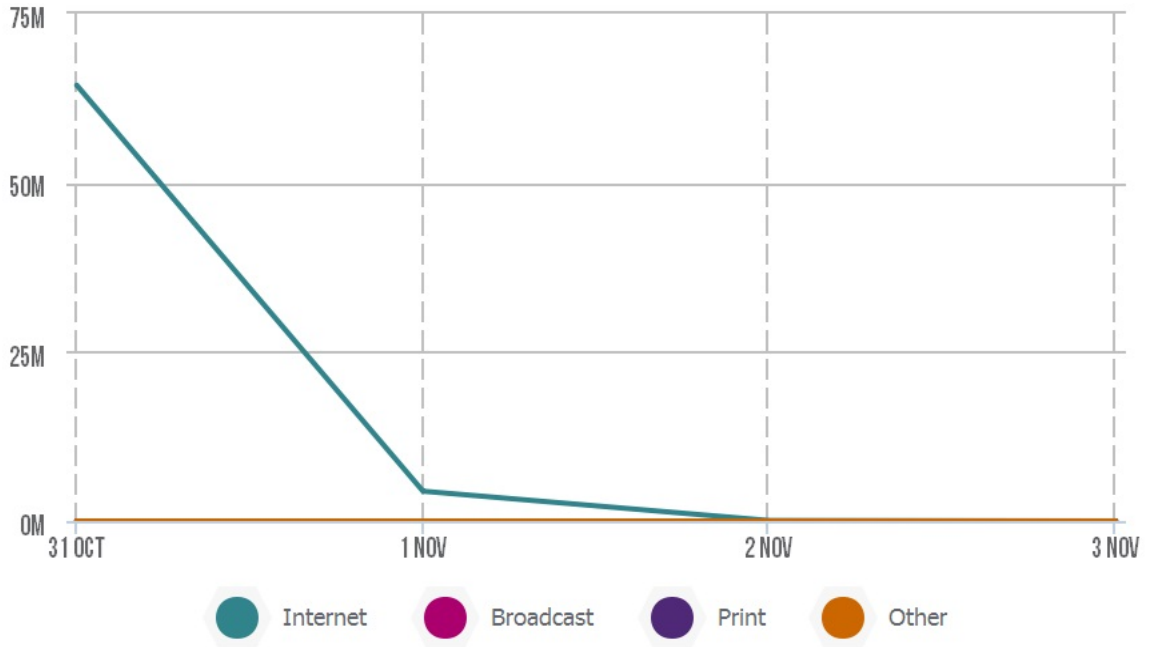


FREQUENCY OF MENTIONS OVER TIME

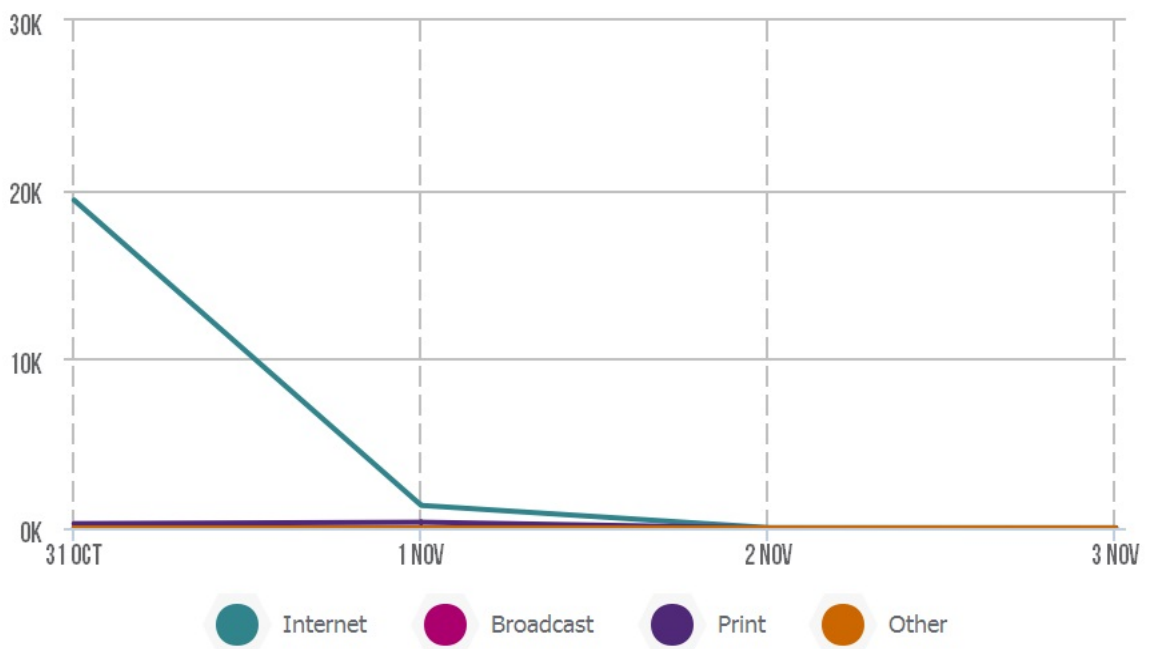




REACH OVER TIME



PUBLICITY VALUE OVER TIME





SUMMARY FOR 10/31/2014 – 11/3/2014

	MENTIONS	REACH	PUBLICITY VALUE
INTERNET	79	68,889,821	\$ 20,755.64
News Web Sites	18	38,685,017	\$ 11,868.36
Online Print Version	6	10,536,287	\$ 2,888.80
Online Broadcast Version	53	19,085,808	\$ 5,831.12
Social Networking Sites	2	582,709	\$ 167.36
PRINT	2		\$ 599.48
Daily Newspaper	1		\$ 341.61
Magazine	1		\$ 257.87
TOTAL	81	68,889,821	\$21,355.12