

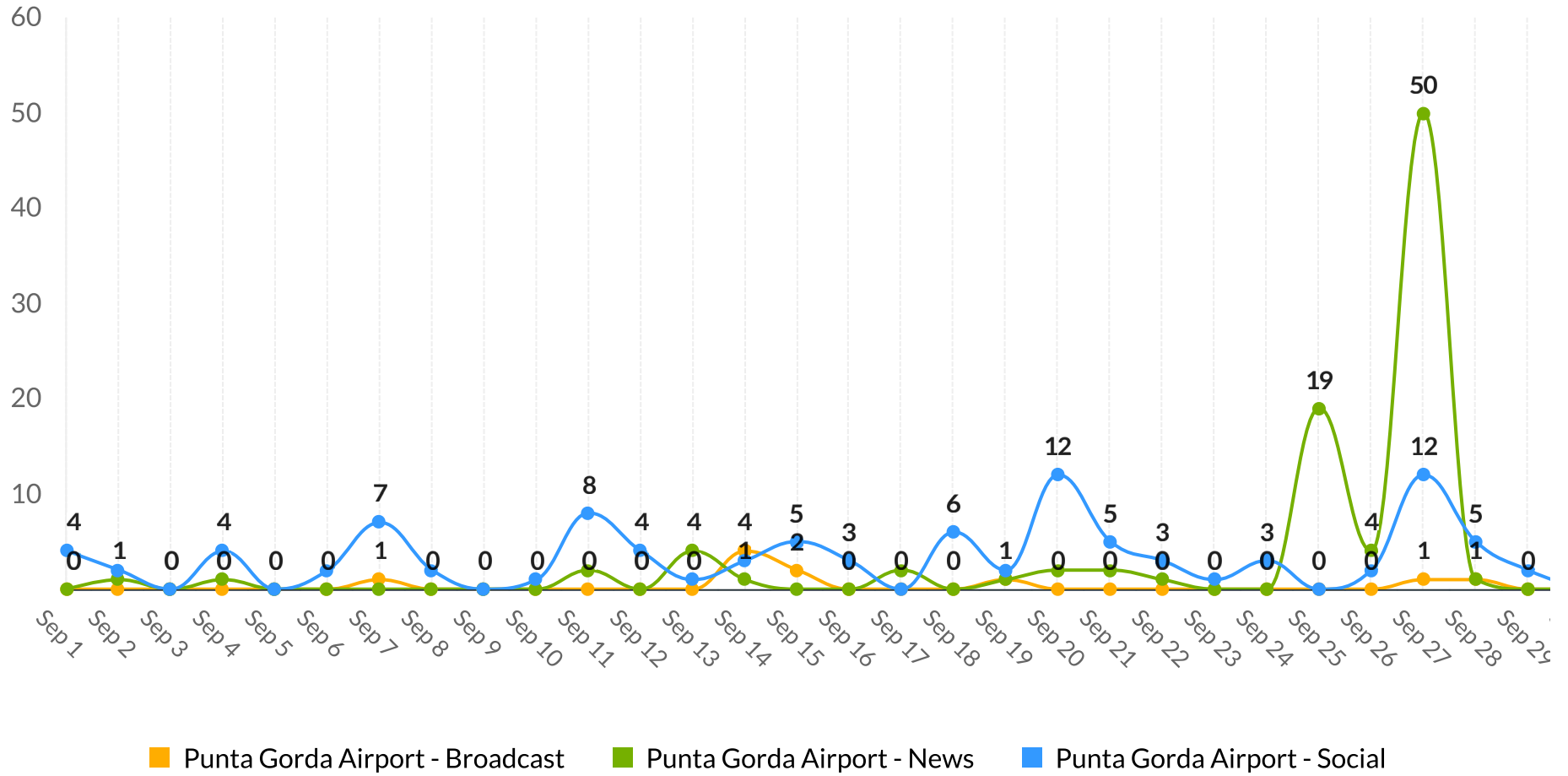


## Monthly Media Monitoring - PGD

Sep 1, 2018 - Sep 30, 2018



# Media Exposure



Sep 1, 2018 - Sep 30, 2018

## Social Media Coverage



 **@FlyOrh** (<http://www.twitter.com/FlyOrh>) · Reach 3k · Sep 29 10:48 AM

RT @PuntaGordaAir: Congratulations to these lucky passengers and to T...

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 **@ETpuntagorda** (<http://www.twitter.com/ETpuntagorda>) · Reach 2k · Sep 29 8:32 AM

2018 Florida International Airshow October 19-21 at the Punta Gorda ...

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 **@Douglas\_Lowe\_13** ([http://www.twitter.com/Douglas\\_Lowe\\_13](http://www.twitter.com/Douglas_Lowe_13)) · Reach 143 · Sep 28 8:40 PM

backup communications at #pgd #ATCT @atcmemes we are helping the ...

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 **Punta Gorda Airport** (<http://www.facebook.com/1485815688101921>) · Reach 3k · Sep 28 4:26 PM

out more cool destinations and places to explore on the PGD BUZZ at w...

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Sep 1, 2018 - Sep 30, 2018

## Internet News Coverage



**USA TODAY** (<http://usatoday.newspaperdirect.com/epaper/viewer.aspx>) · USA · Reach 668  
(<https://www.similarweb.com/website/http://usatoday.newspaperdirect.com/epaper/viewer.aspx>) · Sep 28 4:54 AM

Allegiant's ultimate upsell is luxury hotel (<http://usatoday.newspaperdir...>)

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**Stevens Point Journal** (<https://www.stevenspointjournal.com/>) · USA · Reach 24k  
(<https://www.similarweb.com/website/https://www.stevenspointjournal.com/>) · Sep 27 6:04 PM

Allegiant hits 40-million Florida flyers, hands out fare and fee refunds (ht...

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**Lancaster Eagle-Gazette** (<https://www.lancastereaglegazette.com/>) · USA · Reach 20k  
(<https://www.similarweb.com/website/https://www.lancastereaglegazette.com/>) · Sep 27 4:54 PM

Allegiant hits 40-million Florida flyers, hands out fare and fee refunds (ht...

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Sep 1, 2018 - Sep 30, 2018

## Broadcast TV Coverage



**WZVN-FTM (ABC) (null)** · USA · Reach 5k (<https://www.similarweb.com/website/null>) · Sep 28  
6:40 AM

**ABC7 News @ 6:30AM** (<https://app.meltwater.com/mwTransition?url=h...>)

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**WZVN-FTM (ABC) (null)** · USA · Reach 6k (<https://www.similarweb.com/website/null>) · Sep 27  
6:45 AM

**ABC7 News @ 6:30AM** (<https://app.meltwater.com/mwTransition?url=h...>)

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**WZVN-FTM (ABC) (null)** · USA · Reach 1k (<https://www.similarweb.com/website/null>) · Sep 19  
5:25 AM

**ABC7 News @ 5AM** (<https://app.meltwater.com/mwTransition?url=http...>)

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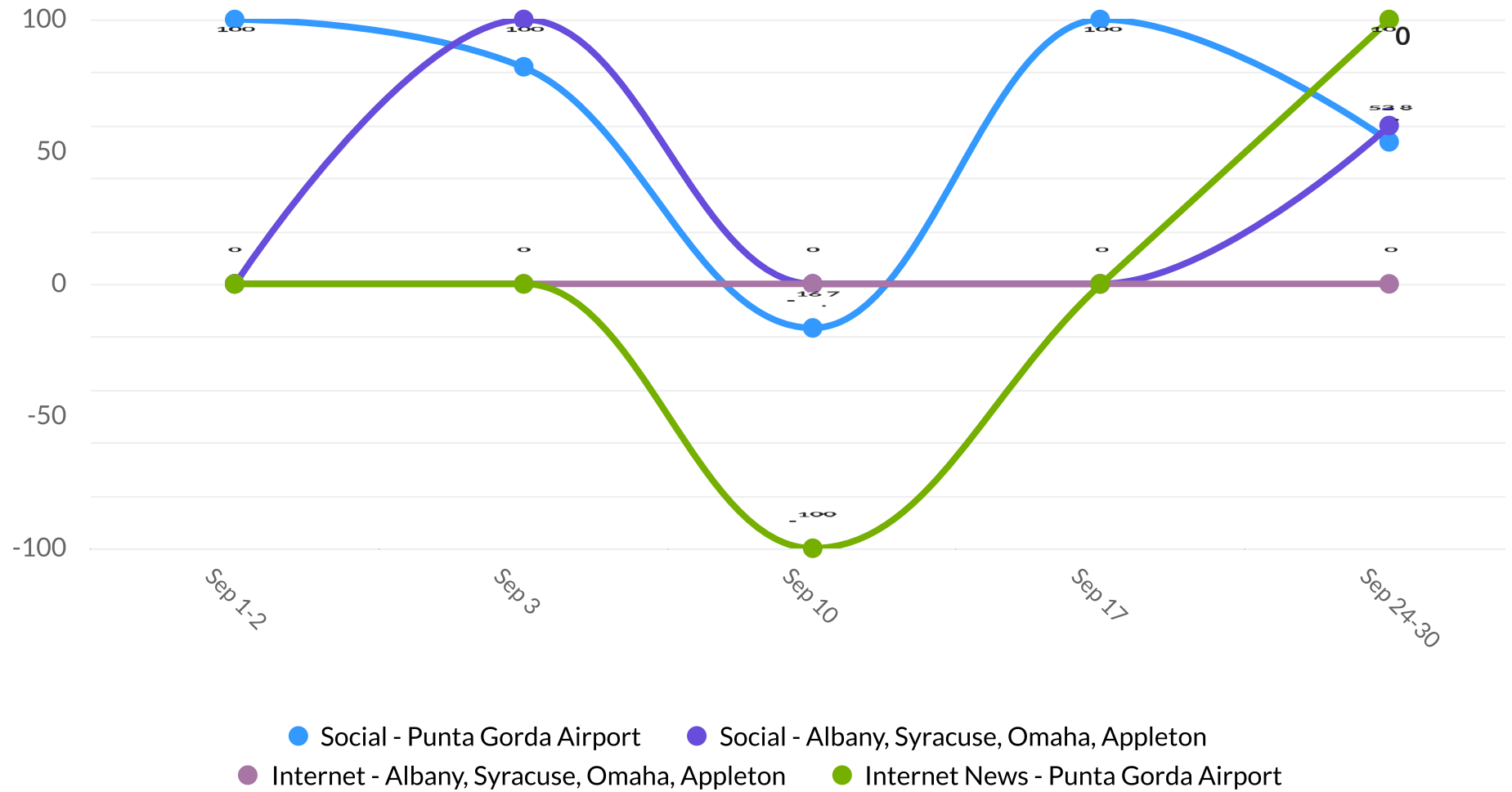


**WINK-FTM (CBS) (null)** · USA · Reach 21k (<https://www.similarweb.com/website/null>) · Sep 15  
9:15 AM

**WINK News @ 9:00AM** (<https://app.meltwater.com/mwTransition?url=h...>)

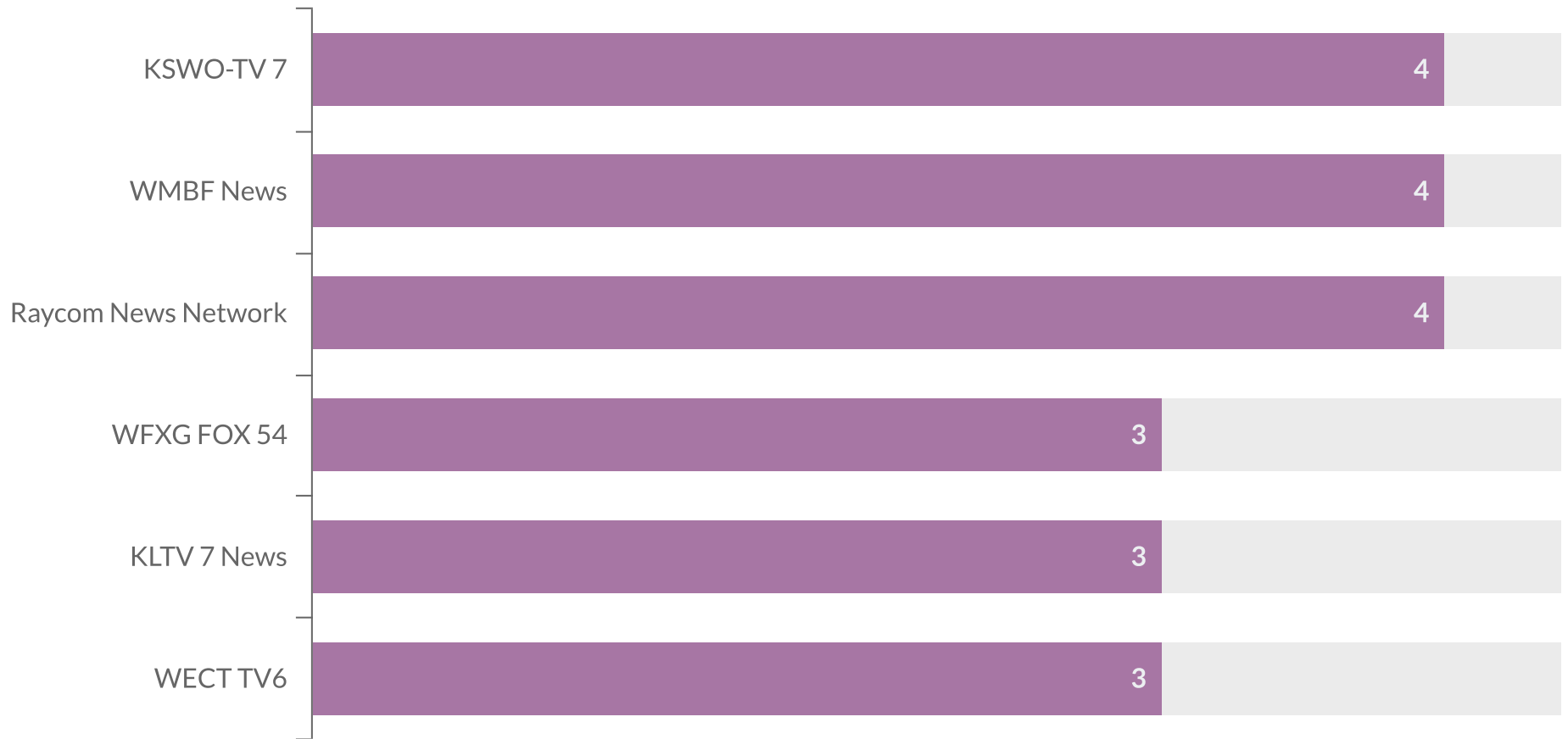
Sep 1, 2018 - Sep 30, 2018

# Internet News & Social Media Sentiment



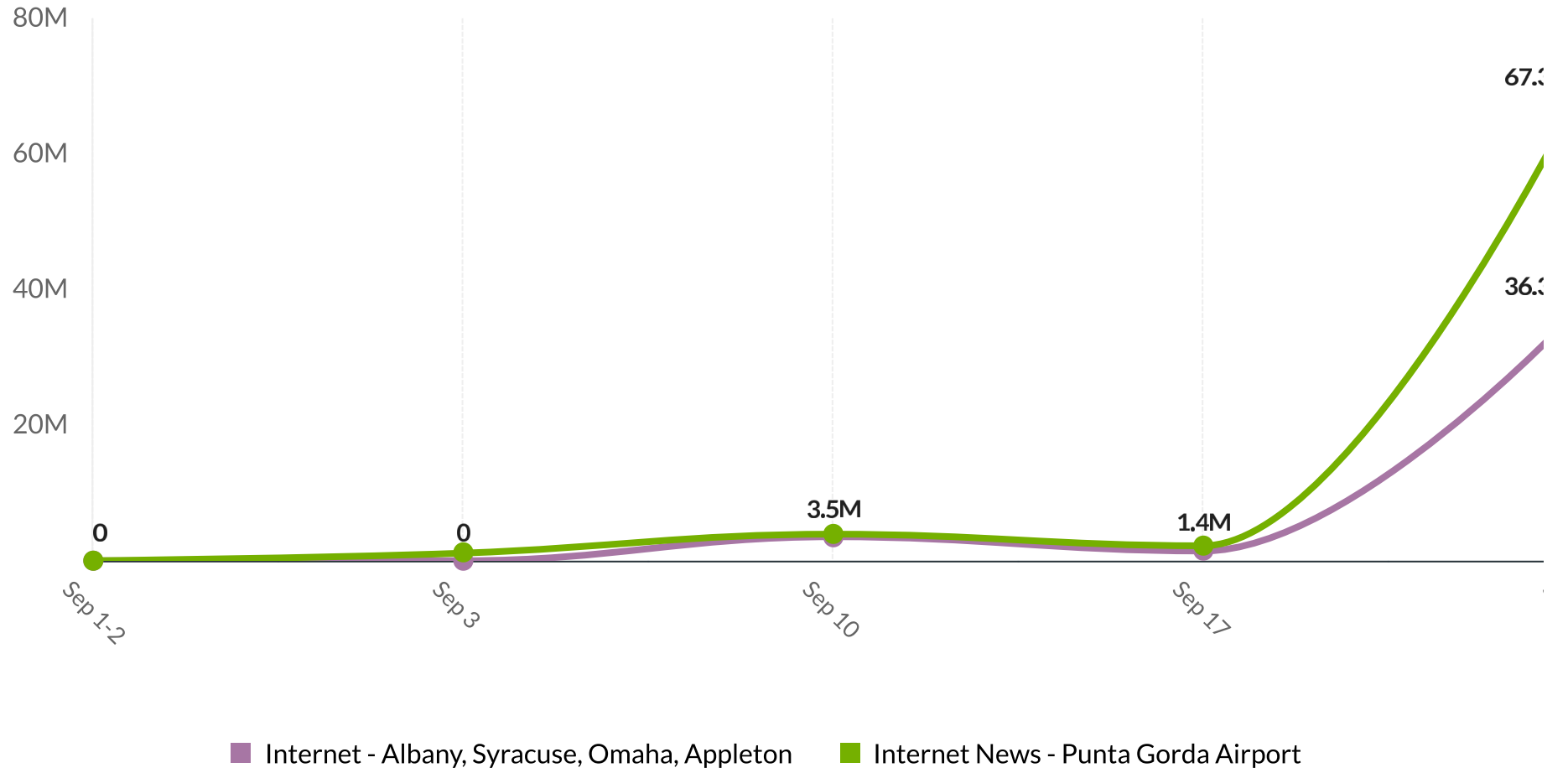
Sep 1, 2018 - Sep 30, 2018

# New Service Internet Stories



Sep 1, 2018 - Sep 30, 2018

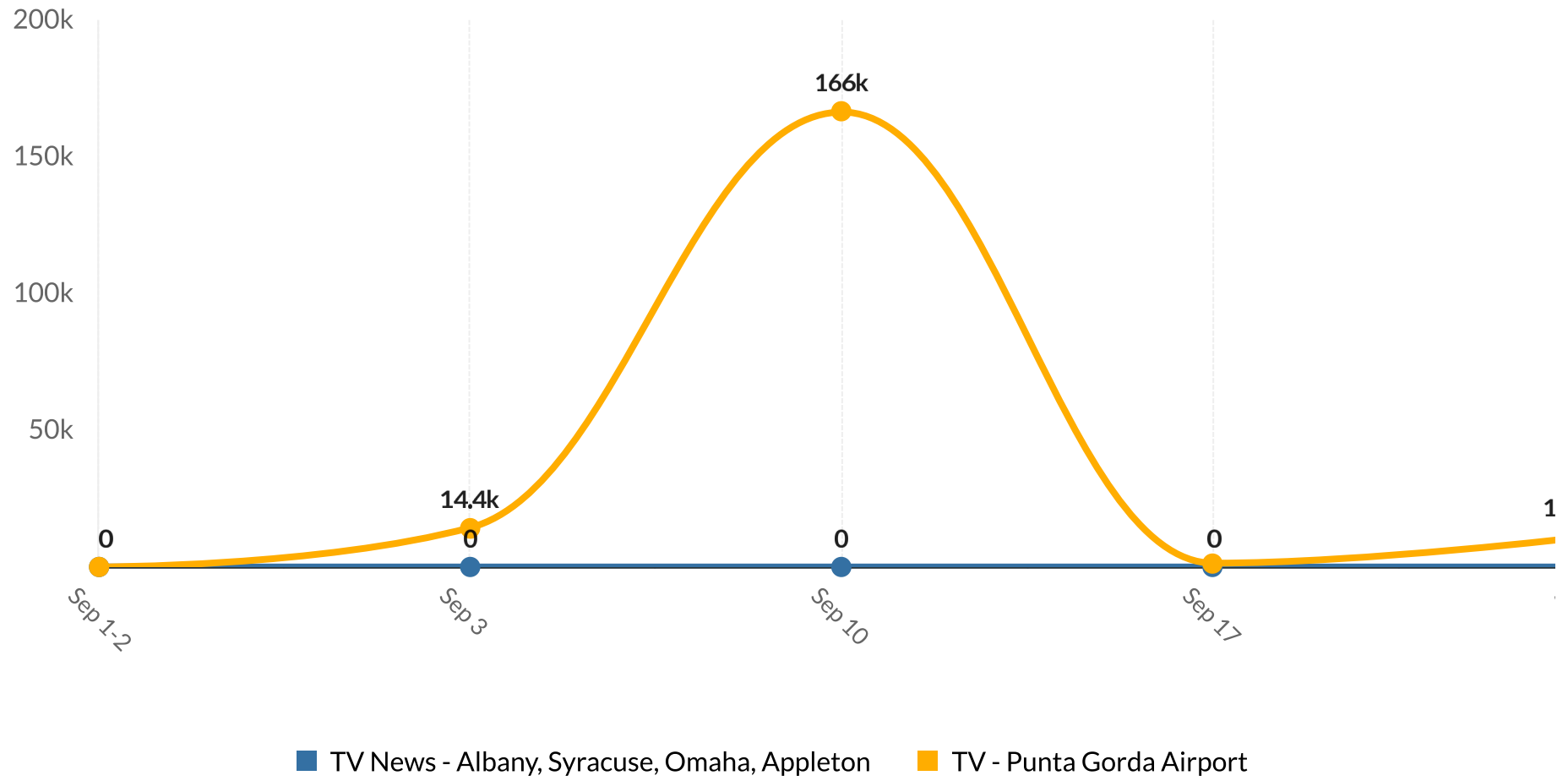
# Potential Reach of Internet News Coverage



Sep 1, 2018 - Sep 30, 2018

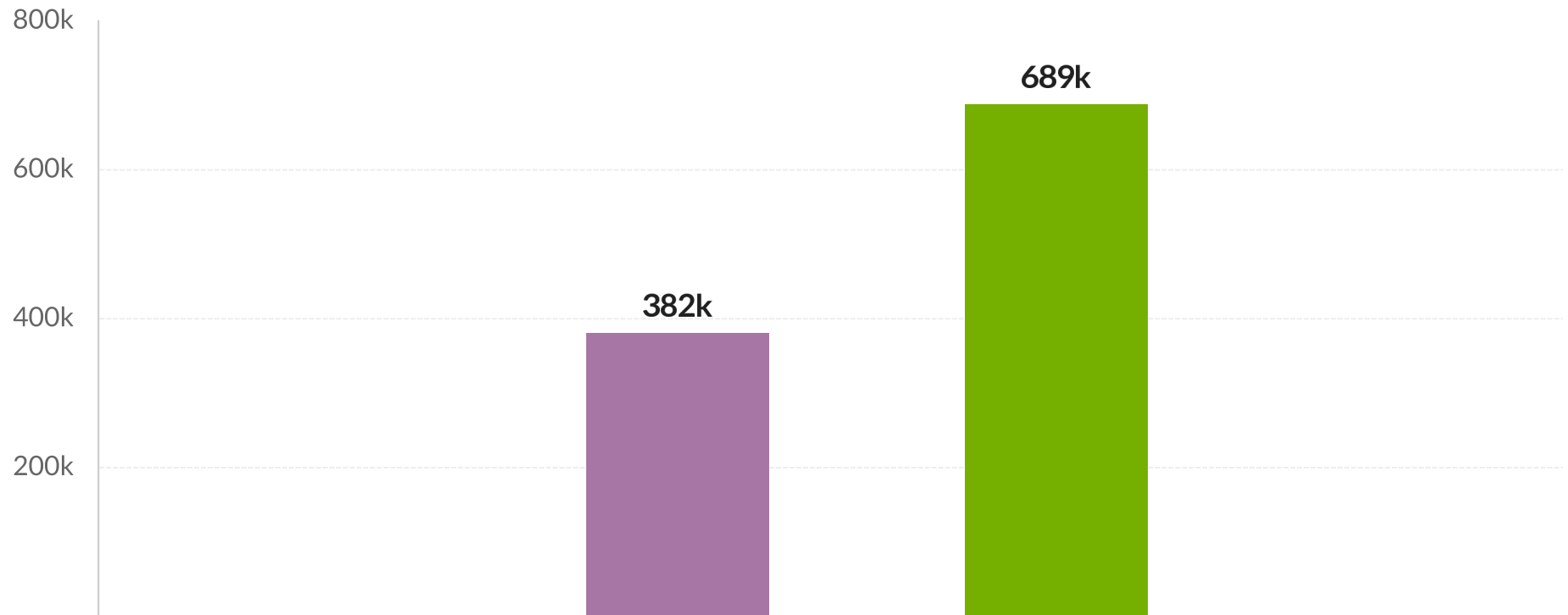


# Potential Reach of Local TV News Coverage



Sep 1, 2018 - Sep 30, 2018

## Advertising Value of TV & Internet News Coverage



- TV - New Service - Albany, Syracuse, Omaha, Appleton
- Pubs - New Service - Albany, Syracuse, Omaha, Appleton
- Pubs - Punta Gorda Airport
- Service announcement

Sep 1, 2018 - Sep 30, 2018