



EXECUTIVE REPORT

PETER A. MAYER PUBLIC RELATIONS



TOTAL MENTIONS:

73



TOTAL REACH:

298,432,190



TOTAL PUBLICITY VALUE:

\$98,247.74



TOTAL INTERNET REACH:

298,432,190

TOP STORIES: INTERNET

1

New Orleans Firm Marketing Coins From 1715 Shipwrecks

OUTLET: New York Times Online

REACH: 75,422,066

2

New Orleans firm marketing coins from 1715 shipwrecks

OUTLET: Yahoo Finance

REACH: 50,957,537

3

New Orleans firm marketing coins from 1715 shipwrecks

OUTLET: MailOnline UK

REACH: 29,285,484

4

New Orleans Firm Marketing Coins From 1715 Shipwrecks

OUTLET: ABC News Online

REACH: 23,497,195

5

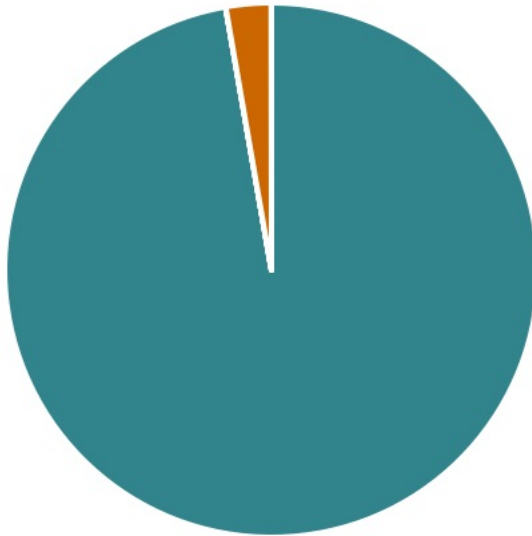
New Orleans firm marketing coins from 1715 shipwrecks





OUTLET: Salon

REACH: 17,229,979







NUMBER OF MENTIONS BY MEDIA GROUP



 Internet 71	97%
 Broadcast 0	0%
 Print 0	0%
 Other 2	3%

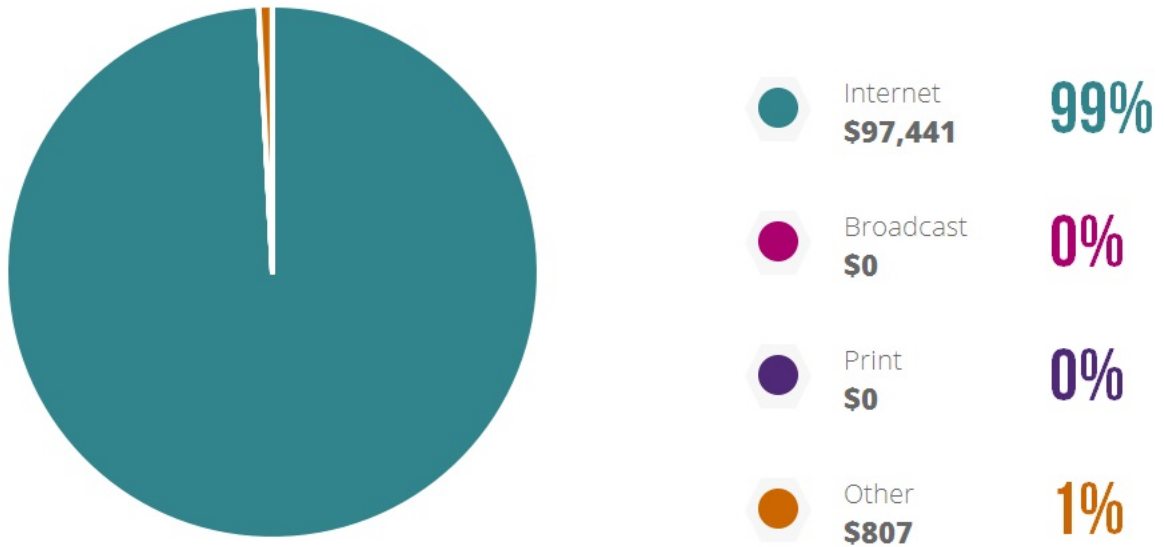
REACH BY MEDIA GROUP



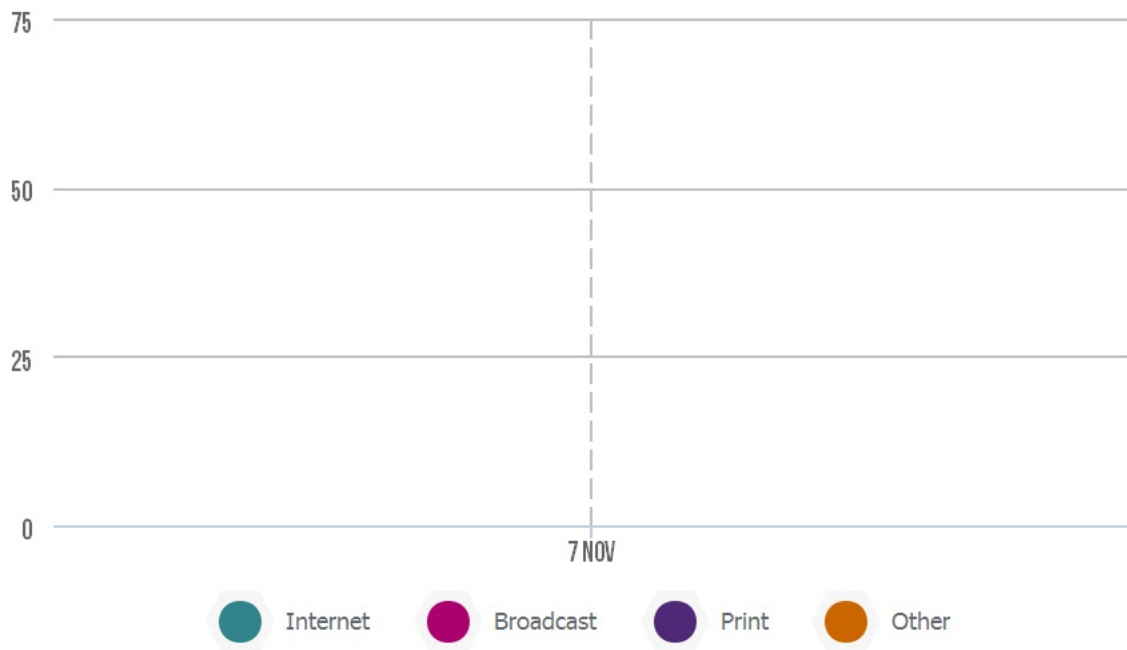
 Internet 298,432,190	100%
 Broadcast 0	0%
 Print 0	0%
 Other 0	0%



PUBLICITY VALUE BY MEDIA GROUP

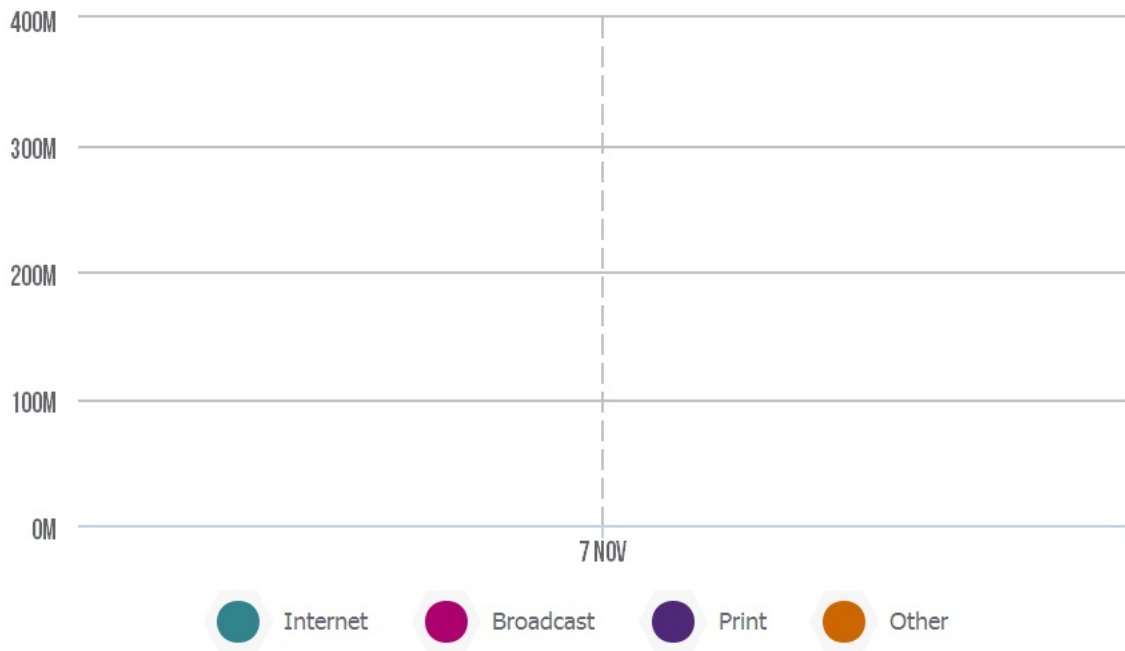


FREQUENCY OF MENTIONS OVER TIME

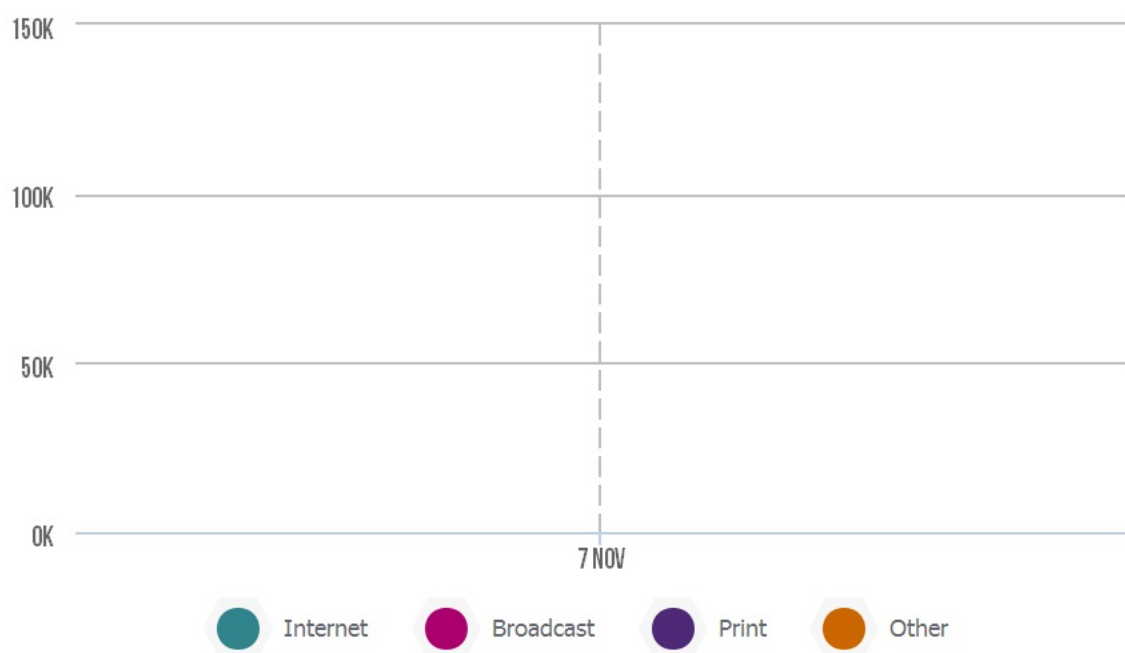




REACH OVER TIME



PUBLICITY VALUE OVER TIME





SUMMARY FOR 11/7/2016 – 11/7/2016

	MENTIONS	REACH	PUBLICITY VALUE
INTERNET	71	298,432,190	\$97,440.89
Online Print Version	54	158,595,302	\$46,505.75
News Web Sites	11	113,070,403	\$42,139.73
Online Broadcast Version	5	26,766,485	\$8,677.35
Blogs	1		\$118.06
OTHER	2		\$806.85
News Service/Syndicate	2		\$806.85
TOTAL	73	298,432,190	\$98,247.74