



DAV AND HANKOOK TIRE PARTNERSHIP MEDIA REPORT

TOTAL MEDIA

ONLINE

Earned Media Impressions: 6,134,847

Earned Media Value: \$28,374

National Wire Release

Earned Media Impressions: 130,081,356

Earned Media Value: \$601,625

PRINT

Earned Media Impressions: 210,000 Earned Media Value: \$78,000

BROADCAST

Earned Media Impressions: 22,845 Earned Media Value: \$12,900

TOTAL

Earned Media Impressions: 136,449,048

Media Value: \$720,900

Hankook Tire Hosts DAV Honorees at 2018 MLB All-Star Game presented by Mastercard U.S. Veterans Magazine (July 2018)

Circulation: 105,000

Earned Media Value: \$39,000



DAV and Hankook Tire Support Veterans with Mobile Service Office

U.S. Veterans Magazine (September 2018)

Circulation: 105,000

Earned Media Value: \$39,000



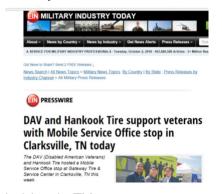
DAV and Hankook Tire Support Veterans with Mobile Service Office Today in Nashville (live interview), September 2018

Earned Media Impressions: 22,847 Earned Media Value: \$12,900



DAV and Hankook Tire Support Veterans with Mobile Service Office National Wire Release Highlights (September 2018)

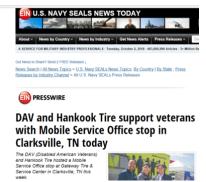
108 Stories Earned Military Publication



Lubbock, TX



Military Publication



San Diego



Nashville



Milwaukee



