



# MEDIA REPORT

## MEDIA BREAKDOWN

Total  
Impressions: 15,588,730  
Value: \$300,881

Print/Online  
Impressions: 13,318,660  
Value: \$129,977

Broadcast  
Impressions: 2,270,070  
Value: \$170,904

## MEDIA HIGHLIGHTS



**FOX59 (Indianapolis, IN)**  
04.17.24



**WTHR (Indianapolis, IN)**  
04.16.24



**WEHT (Evansville, IN)**  
04 15.24



**KJLB FOX (Davenport, IA)**  
04.15.24



**WISH-TV (Indianapolis, IN)**  
04.15.24



**WPTADT (Ft. Wayne, IN)**  
04.14.24



**KCCI (Des Moines, IA)**  
04.14.24



**Indy Star**  
04.12.24

2024 WNBA Draft: Caitlin Clark Could Lure \$6 Million to Indiana Fever Only From One Individual Division



**EssentiallySports.com**  
04.13.24