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November-December 2018 Activity Report

| Farned | Media | |
|--------|-------|--|

| Public Relations | | | |
|------------------|--|--|--|
| News Headline | | | |

| You Can Drink Out Of A Bathtub At This Unio | que New Mexico Brewery |
|--|--|
| WINTERFEST LOS ALAMOS | |
| New Mexico ski areas prepare for start of se | ason |
| Sign-up Underway To Participate In Annual I | Los Alamos WinterFest Holiday Lights Parade! |
| Dance LA's 'Nutcracker' returns to Duane Sn | nith Auditorium |
| Are You Ready For Small Business Saturday | |
| Perks designed to boost downtown Santa Fe | retailers on Small Business Saturday |
| Holiday drinks gift guide: Top-shelf choices f | rom bourbon to bubbly (NM feature: Los Alamos Don Quixote Distillery & Win |
| Holiday drinks gift guide: Top-shelf choices f | rom bourbon to bubbly (NM feature: Los Alamos Don Quixote Distillery & Win |
| Holiday drinks gift guide: Top-shelf choices f | rom bourbon to bubbly (NM feature: Los Alamos Don Quixote Distillery & Win |

Holiday drinks gift guide: Top-shelf choices from bourbon to bubbly (NM feature: Los Alamos Don Quixote Distillery & Wine The Daily Advertiser - Lafayette

Holiday drinks gift guide: Top-shelf choices from bourbon to bubbly (NM feature: Los Alamos Don Quixote Distillery & Wine Experience the Magic and Wonder of the Winter Season in Los Alamos this December WinterFest in Los Alamos, New Mexico

Visit 25th Annual Crèche Show Dec. 7-8 Schedule Released For WinterFest In Los Alamos Dec. 7-9

Celebrate WinterFest At The Blue Window Bistro WinterFest Weekend Comes To Los Alamos Dec. 7-9

NM ski resorts off to a fast start

Prism concert to showcase community talent

CB Fox Santa to make record appearance Creche Show this weekend

Ski conditions in New Mexico, Colorado are already better than last year When the skates go on, the inner child comes out at Los Alamos County Ice Rink More Scenes From 2018 Holiday Lights Parade

2018 Best Places to Raise a Family in New Mexico

Report: These are the best places to raise a family in New Mexico

Make this geological gem in northern New Mexico your next vacation (Valles)

Additional Mentions

| | | | | |
|------|------|------|------|------|

*News Circulation Audience and News Ad Value is generated through Meltwater and SimilarWeb

*PR Value is determined by multiplying the News Ad Value by 10, this a public relations industry standard (which takes into account third party opinion values and strategic messaging).

*Note - In this report, we have compiled tourism-related mentions feautring Los Alamos and surrounding attractions that are likely to draw in visitors. From a tourism standpoint, not all local news may be included. Additionally, we send and pitch at least one news release per month. While we get the news releases to outlets and reporters whose interests are in line with the subject matter and follow up with pitch calls to ensure they have received the release, as well as to pitch them on featuring Los Alamos, it is at the discretion of news rooms and news directors to determine which stories are picked up and placed in the news.

Social Media Facebook

Totals

Totals

News Headline

Likes: The number of new people who have liked your page in any given month.

Reach: The number of people who saw any of your Page posts.

Page Views: The number of times a Page's profile has been viewed by logged in and logged out people. Monthly Engagements: The number of times people have engaged with your posts through likes, comments and shares.

New Likes

86

KOB Online Online Los Alamos Daily Post Los Alamos Monitor Online Los Alamos Daily Post Online Online Santa Fe New Mexican

Outlet Name

Only In Your State

TheSantaFeVIP.com

Online USA Today The Detroit Free Press Courier-Journal

Online Online Online Online The Daily Record

Grant County Beat The Corridor Online

Los Alamos Daily Post Los Alamos Reporter Los Alamos Daily Post

Los Alamos Daily Post Albuquerque Business First

Los Alamos Monitor Los Alamos Monitor Los Alamos Monitor

Outlet Name

The Know Outdoors (Denver Post)

Total Likes

6,300

Online Online Santa Fe New Mexican Online Albuquerque Journal Los Alamos Daily Post

Online Online Albuquerque Business First Online

Outlet Type

Online

Monthly Reach

16,733

Outlet Type

Online

3,003,598

News Circulation Audience

Monthly Page Views

255

News Circulation Audience

90,229

136,206

9,554

6,461

9,554

116,077

866,791

196,955

704,039

68,609

92,090

3,047

7,000

9,554

9,554

9,554

11,908

6,461

6,461

6,461

116,077

307,827

9,554

191,667

11,908

157,365 157,365

\$1,459.56

\$1,459.56

Monthly Engagements

2,809

News Ad Value

\$836.87

\$1,263.31

\$88.61

\$59.92

\$88.61

\$1,076.61

\$8,039.48

\$1,826.75

\$6,529.96

\$636.34

\$854.13

\$28.26

\$64.92

\$88.61

\$88.61

\$88.61

\$110.44

\$59.92

\$59.92

\$59.92

\$1,076.61

\$2,855.09

\$88.61

\$1,777.71

\$110.44

\$27,858.26

News Ad Value

\$14,595.60

PR Value

\$8,368.70

\$12,633.10

\$886.10

\$599.20

\$886.10

\$10,766.10

\$80,394.80

\$18,267.50

\$65,299.60

\$6,363.40

\$8,541.30

\$282.60

\$649.20

\$886.10

\$886.10

\$886.10

\$1,104.40

\$599.20

\$599.20

\$599.20

\$10,766.10

\$28,550.90

\$886.10

\$17,777.10

\$1,104.40

\$278,582.60

PR Value

\$14,595.60

Date

10/27/18

11/6/18

11/14/18

11/14/18

11/21/18

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Date

12/7/18

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