



RESULTS REPORT

JEFFERSON
COUNTY
WISCONSIN



DELIVERABLES

- 1 Full Episode airing on:
 - Broadcast, OTT & Social Media
 - 3 Total Airings
- 1 Segment of Full Episode airing on:
 - Broadcast, OTT & Social Media
 - 4 Total Airings
- 15 :60TV Broadcast Commercial Airings
- 2 Day Trips airing on:
 - OTT & Social Media
- 6 Digital Shorts airing on:
 - OTT & Social Media
- 1 KYW airing on:
 - Broadcast, OTT & Social Media
- The Cabin Podcast
 - 1 Bonus Podcast
 - 12 Inside Sponsorships
 - 2 BTS
- 1 KYW Feature
- 21 DW e-Newsletters

RESULTS

- **Broadcast Viewership: 3,256,639**
- **Digital Impressions: 3,007,002**
- **Digital Views: 626,616**
- **Digital Engagements: 33,449**
- **Podcast Downloads: 68,913**
- **Email Contacts: 546,210**
- **Average Open Rate: 29.15%**